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The authors identify several publicly traded “firms of endearment” (FoEs) — successful companies that have endeared themselves to employees, suppliers, customers. Companies that prize profits over people are faltering, they assert, while socially responsible companies that respect all their stakeholders are on the rise.

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Firms of endearment is a book about these new rules that are transforming businesses from the inside out Today's greatest companies are fueled by passion and purpose, not cash. They earn large profits by helping all thier stakeholders thrive: customers, investors, employees, partners, communities, and society.

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The term Firm of Endearment is a metaphor standing for companies that operate with the principle of stakeholder integration in mind. They strive to endear themselves not only to shareholders but to all stakeholders (customers, employees, suppliers, environmentalists and the community) and in the process outperform non-firms of endearment in shareholder wealth creation.

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Identifying Firms of Endearment Here is how we identified the companies featured in this book. Our process can be described as "organic and analog" rather than "mechanistic and digital." We were interested in identifying a representative sample of firms that met our humanistic criteria.

~~Identifying Firms of Endearment | Firms of Endearment:
How ...~~

Firms of Endearment is a paean to leaders driven by a strong sense of connectivity to their fellow beings. It celebrates leaders who leverage their humanness by inspiring others to join them in making the world a better place. A few years ago, Timberland CEO Jeffrey Swartz accepted a friend ' s

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invitation to spend a half a day in a teen halfway house.

~~Firms of Endearment~~

Firms of Endearment: How World-Class Companies Profit from Passion and Purpose [Sisodia, Rajendra, Wolfe, David, Sheth, Jagdish N.] on Amazon.com. *FREE* shipping on qualifying offers. Firms of Endearment: How World-Class Companies Profit from Passion and Purpose

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The authors of Firms of Endearment: How World-Class Companies Profit from Passion and Purpose, 2nd Edition introduce their book, which uncovers a holistic truth: that

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customers are best served by companies that create superior value and have close relationships with all their stakeholders—employees, suppliers, the communities in which they operate, and, of course, their stockholders.

~~What Is a Firm of Endearment? | Building Business on Love ...~~

Firms of Endearment: How World-Class Companies PROFIT from Passion and Purpose, by Raj Sisodia, David Wolfe, Jag Sheth. Brief account of the book. The book is based on two rounds of research undertaken by the authors in collaboration with their MBA students.

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Firms of Endearment: How World Class Companies Profit from Passion and Purpose draws from an extensive research study looking for companies that focused on endearing themselves to their customers, employees, suppliers, communities, and shareholders.

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Firms of Endearment: How World-Class Companies Profit from Passion and Purpose - Kindle edition by Sisodia Rajendra, Wolfe David, Sheth Jagdish N.. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading **Firms of Endearment: How World-Class Companies**

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Firms of Endearment had its origins in discussions among the authors about writing a book on the topic of how marketing has lost its way, consuming ever-more resources but delivering less in terms of customer satisfaction and loyalty. One title tossed out was In Search of Marketing Excellence.

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Firms of Endearment is a 2007 management book by

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authors Sisodia, Wolfe, and Sheth. Similar to Collins ' Good to Great, Firms of Endearment assesses performance of companies that fit defined criteria. Where Good to Great highlighted a company ' s financial characteristics, Firms of Endearment looks first to qualitative metrics.

~~My frustration with Firms of Endearment: Shame, meaning~~

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Today ' s greatest companies are fueled by passion and purpose, not cash. They earn large profits by helping all their stakeholders thrive: customers, investors, employees, partners, communities, and society. These rare, authentic firms of endearment act in powerfully positive ways that stakeholders recognize, value, admire, and even love. They

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make the world better by the way they do business and the world responds.

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