



Faith and Fortune: How Compassionate Capitalism Is Transforming American Business

Marc Gunther

Download now

[Click here](#) if your download doesn't start automatically

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business

Marc Gunther

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business Marc Gunther
Lately the headlines have delivered dispiriting news about wrongdoing and scandal in business. But behind the headlines lies a surprising, untold story: Corporate America is changing for the better. *Faith and Fortune* tells the stories of the extraordinary people who are leading the way and the admirable companies they have built.

This book is called *Faith and Fortune* because faith provides the fuel that energizes these people as they strive to do business better and to find meaning in their work. Some have faith in God; others do not. But all have faith in the goodness of people and in the possibility of change. Most of all, they believe that corporations can become a powerful force for good in the world, and that they can—and should—serve people and not the other way around.

Faith and Fortune argues that an exciting new model of conducting business is taking hold, not only in small, socially responsible companies like Ben & Jerry's but inside such bulwarks of the Fortune 500 as Ford, Citigroup, and DuPont. Bit by bit, almost imperceptibly, this new model is replacing a century-old approach that was rooted in the industrial era and looked at business as a series of discrete, win-lose transactions: Executives tried to pay their workers and suppliers as little as possible, charge their customers as much as they could, and maximize their short-term profits. Today, by contrast, forward-thinking executives build their businesses by developing a network of long-lasting, win-win relationships. Great companies serve their workers, customers, shareholders, and the common good.

Powerful forces are driving these changes, including the desire of companies to attract and engage their workforce, the emergence of the 1960s' generation to positions of corporate power, the spirituality-in-the-workplace movement, the rise of social investing, and the growth and sophistication of activist groups.

At once realistic and inspiring, *Faith and Fortune* profiles companies and people who represent the best of business and exemplify these new values. Among the stories told here:

- UPS creates opportunities for immigrants and minorities, promotes from within, and provides its people with a much-valued sense of community
- Southwest Airlines, the fun-loving airline, has built the concept of servant leadership into its storied culture
- Starbucks provides stock options and health insurance even to part-time workers and builds sustainable business models for coffee growers in the developing world
- Timberland has turned community services into a valuable corporate asset

Other companies profiled here include Hewlett-Packard, Herman Miller, Staples, PepsiCo, Domini Social Investments, Tom's of Maine, and Greyston Bakery. The book also includes a chapter exploring what the great religious traditions have to teach today's businesspeople about creating sustainable enterprises and an analysis of the business case for corporate social responsibility.

Faith and Fortune is a thoughtful, original, and important book that will reshape the debate about the role of business in America.

“I arrived at this book as an avowed, vocal skeptic of the ‘spirituality-in-business movement.’ I departed as a...convert. Even cynics should devour this marvelous book. Marc Gunther makes a compelling case that the right things matter—and pay off; yet he exudes not a dollop of naiveté.”—Tom Peters, author of *Re-imagine!* and *Thriving on Chaos*

“In his provocative inquiry into the nature of modern American business, Marc Gunther looks into the darkness of corporate greed and scandal and, in the shadows cast by the likes of Enron and WorldCom, sees a beacon of hope in companies in which profits and values coexist.”—David Wessel, Deputy Washington Bureau Chief & Capital columnist, *Wall Street Journal*

“Marc Gunther’s *Faith and Fortune* is a book of hope. It offers the opportunity to open your mind and your heart in your pursuit of a meaningful life. Its well-drawn examples will deepen your ability to see how leaders can use business as a force that creates true personal wealth and public prosperity.”—Dr. Mark S. Albion, author of *Making a Life, Making a Living*

“With the keen eye of a seasoned business writer and the gentle confidence of a trusted storyteller, Marc Gunther masterfully provides an insider’s view into the faith-at-work movement—the quiet revolution that is transforming corporate America. After reading *Faith and Fortune*, you can’t help but wonder, now why can’t I do that in my organization?” —Dr. David W. Miller, executive director of the Yale Center for Faith & Culture, and the former president of the Avodah Institute

“*Faith and Fortune* offers hope that there is a better way than business as usual. Marc Gunther clearly illustrates that by linking corporate values to personal values; the business leaders profiled in this book have created a new model for addressing the world's problems in these complicated times. This thought-provoking book should be a ‘must read.’”—Timothy E. Wirth, president, United Nations Foundation

From the Hardcover edition.

 [Download Faith and Fortune: How Compassionate Capitalism Is ...pdf](#)

 [Read Online Faith and Fortune: How Compassionate Capitalism ...pdf](#)

Download and Read Free Online Faith and Fortune: How Compassionate Capitalism Is Transforming American Business Marc Gunther

From reader reviews:

Robert Miller:

Book is to be different for every grade. Book for children right up until adult are different content. We all know that that book is very important for us. The book Faith and Fortune: How Compassionate Capitalism Is Transforming American Business has been making you to know about other know-how and of course you can take more information. It is extremely advantages for you. The publication Faith and Fortune: How Compassionate Capitalism Is Transforming American Business is not only giving you much more new information but also being your friend when you feel bored. You can spend your current spend time to read your publication. Try to make relationship together with the book Faith and Fortune: How Compassionate Capitalism Is Transforming American Business. You never feel lose out for everything when you read some books.

Richard Reid:

As people who live in the actual modest era should be change about what going on or information even knowledge to make these individuals keep up with the era which is always change and advance. Some of you maybe can update themselves by reading through books. It is a good choice for yourself but the problems coming to anyone is you don't know which you should start with. This Faith and Fortune: How Compassionate Capitalism Is Transforming American Business is our recommendation to help you keep up with the world. Why, since this book serves what you want and need in this era.

Richard Hennessy:

Do you certainly one of people who can't read pleasurable if the sentence chained inside straightway, hold on guys that aren't like that. This Faith and Fortune: How Compassionate Capitalism Is Transforming American Business book is readable by you who hate those straight word style. You will find the facts here are arrange for enjoyable looking at experience without leaving actually decrease the knowledge that want to provide to you. The writer connected with Faith and Fortune: How Compassionate Capitalism Is Transforming American Business content conveys prospect easily to understand by many individuals. The printed and e-book are not different in the content material but it just different by means of it. So , do you nevertheless thinking Faith and Fortune: How Compassionate Capitalism Is Transforming American Business is not loveable to be your top record reading book?

Nancy Leto:

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business can be one of your basic books that are good idea. Most of us recommend that straight away because this publication has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to put every word into delight arrangement in writing Faith and Fortune: How Compassionate Capitalism Is Transforming American

Business however doesn't forget the main position, giving the reader the hottest in addition to based confirm resource details that maybe you can be certainly one of it. This great information can drawn you into brand new stage of crucial contemplating.

**Download and Read Online Faith and Fortune: How
Compassionate Capitalism Is Transforming American Business
Marc Gunther #0PFOU5XA673**

Read Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther for online ebook

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther books to read online.

Online Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther ebook PDF download

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther Doc

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther Mobipocket

Faith and Fortune: How Compassionate Capitalism Is Transforming American Business by Marc Gunther EPub