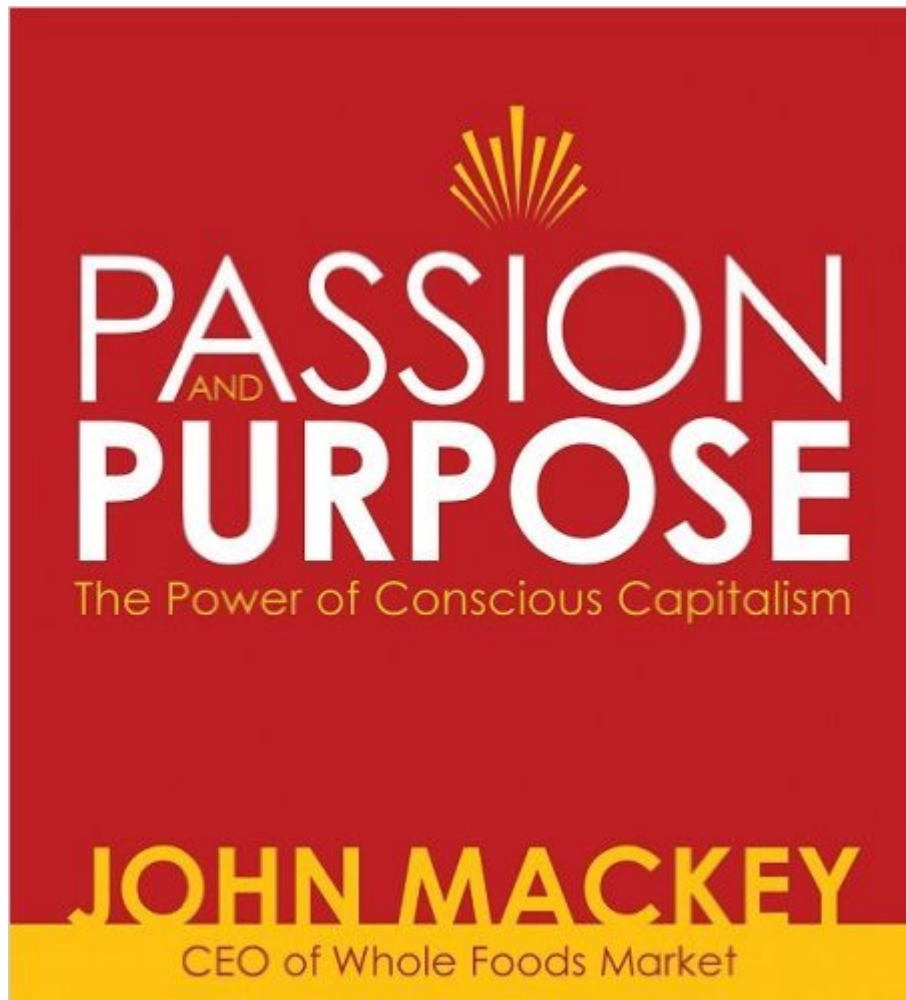


The book was found

Passion And Purpose



Synopsis

Business quiz: If your company has to decide between doing what's right and making a profit, which should it be? Answer: Both. If that seems like a fantasy, then you should hear what Whole Foods Market CEO John Mackey has to say. Mackey owes his astounding success to "conscious business" a revolutionary model that embraces both profitability and the higher good

Book Information

Audio CD: 2 pages

Publisher: Sounds True, Incorporated (April 1, 2009)

Language: English

ISBN-10: 1591796881

ISBN-13: 978-1591796886

Product Dimensions: 5 x 0.5 x 5.8 inches

Shipping Weight: 3.2 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (27 customer reviews)

Best Sellers Rank: #1,265,794 in Books (See Top 100 in Books) #121 in [Books > Books on CD > Business > Personal Finance](#) #380 in [Books > Books on CD > Business > Management](#) #900 in [Books > Books on CD > Business > General](#)

Customer Reviews

John Wooden, the legendary coach of the UCLA men's basketball team, has been referred to as the philosopher coach. After listening to John Mackey's two-disk CD set entitled *Passion and Purpose: The Power of Conscious Capitalism*, I now think of him as a "philosopher CEO." Mackey is the founder and CEO of Whole Foods Market, an organic grocer based in Austin, Texas. Like John Wooden, Mackey is a thoughtful and effective leader. He also happens to be a student of philosophy. Disk one is a live talk Mr. Mackey gave to a group in Austin. During Mackey's talk, we learn about his philosophy of "Conscious Capitalism" and how it will prevail over time. To Mackey, globalization is really an anti-corporate movement. He notes that machine and war metaphors are often used to describe corporations and people don't trust them. There is a need for a new corporate philosophy and Conscious Capitalism is Mackey's view of the type of corporations society needs. Whole Foods' slogan is "Whole foods, whole people, whole planet." Applying the slogan's connecting logic to Conscious Capitalism, Mackey states "Conscious people, conscious company, conscious capitalism." It also happens to be how the CD is organized. Mackey describes his philosophy of Conscious Capitalism then moves on to describe Conscious Companies. Peeling the

onion back another layer, he describes the conscious person. "Conscious Companies" are those formed by entrepreneurs who shape a higher purpose that pursues the timeless values of goodness, truth, beauty and/or heroism. The aim is to make the world a better place. While a necessity to survive, profit is a byproduct of the pursuit. The happiness of those involved is another byproduct of Conscious Companies.

I approached this book with some scepticism having only recently visited a Whole Foods location which I chanced upon after getting lost in the Raleigh, NC area. The store itself was clean, well stocked, staffed with friendly employees, had a wide selection of organic and locally grown produce and had an annexe where environmentally friendly products were sold and causes announced. Having grown up in Britain where environmentally friendly goods had been on sale for some years and where Fair Trade products were available from charity stores like OXFAM, as well as the chains of Body Shops and Holland and Barrett stores, I found it difficult to believe that the blurb on the audio book was anything more than hype. In fact, disc one is a speech given by the CEO of Whole Foods who refers to his concept of Conscious Capitalism to which I shall return shortly. The two discs are very distinctive, disc one being given over to the exposition of the view of how companies can grow and prosper even in a negative economic environment by taking a broader view of their roles and missions while disc two is an exploration of the inner workings of the man who guides Whole Foods and his philosophy of life. The first part is of great interest to me as an economist because of the identification by the CEO of three major aspects to his business. Firstly he articulates very well the role of the entrepreneur in what is known as the Austrian tradition. This is someone who has a belief in their product in the face of daunting uncertainty and obstacles who brings his or her product and service to the market place and by virtue of having something that customers want, generates income and profits.

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