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Autore	Hollender Jeffrey
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Nota di contenuto	The Responsibility Revolution: How the Next Generation of Business Will Win; CONTENTS; FOREWORD; PREFACE; Chapter 1: THE RESPONSIBILITY REVOLUTION TAKES OFF; Chapter 2: THE COMPANY TAKES ON A MISSION; Chapter 3: NOT A COMPANY, BUT A COMMUNITY; Chapter 4: MAKE IT TRANSPARENT; Chapter 5: AUTHENTICALLY GOOD; Chapter 6: THE COOPERATIVE COMPANY; Chapter 7: BEYOND RESPONSIBILITY; EPILOGUE; NOTES; ACKNOWLEDGMENTS; ABOUT THE AUTHORS; INDEX
Sommario/riassunto	How to create a company that not only sustains, but surpasses-that moves beyond the imperative to be ""less bad"" and embrace an ethos to be ""all good"" From the Inspired Protagonist and Chairman of Seventh Generation, the country's leading brand of household products

and a pioneering ""good company,"" comes a one-of-a-kind book for leaders, entrepreneurs, and change agents everywhere. The Responsibility Revolution reveals the smartest ways for companies to build a better future-and hold themselves accountable for the results. Thousands of companies have pledged to act respo

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