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Sommario/riassunto	People increasingly want to support businesses that operate with a moral code; businesses they know, like and trust. The global trend for 'conscious' business has become increasingly important with the palpable shift away from companies, organisations or governments that act unethically. 'Humanistic businesses' are people-focused and conscious of their obligations towards offering value and building positive relationships with all of their stakeholders. This is the first practical book to reveal how to create a humanistic business, which promises higher profit, greater staff retention and more