



Firms of Endearment: How World-Class Companies Profit from Passion and Purpose

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Today's best companies get it. From retail to finance and industries in between, the organizations who recognize that doing good is good business are becoming the ultimate value creators. They're changing their culture and generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's simply politically correct, because it's the only path to long-term competitive advantage. These are the *firms of endearment*. Companies people love doing business with, working for and collaborating with as partners. Since the publication of the First Edition, the concept of corporate social responsibility has become embraced as a valid, important, and profitable business model. It is a trend that has transformed the workplace and corporate world. This Second Edition updates the examples, cases, and applications from the original edition, giving readers insight into how this hallmark of the modern organization is practiced today.

Firms of Endearment: How World-Class Companies Profit from Passion and Purpose Details

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From Reader Review Firms of Endearment: How World-Class Companies Profit from Passion and Purpose for online ebook

Sam Motes says

The book argues that we are entering a new age of transcendence where the zeitgeist of society due to its aging (majority of adults over 40 now) is moving towards a higher calling of giving back to society and moving beyond the drive for more individual materialistic gain. The pull of this movement is so great it is impacting the soul of capitalism itself and giving it a more humanistic feel. The book goes into detail of how Firms of Endearment are at the cutting edge of this movement in focusing on societal value of their output and not just their shareholders. The book makes some compelling arguments for this movement but it seems to be indirectly at odds with the cut to the bone belt tightening going on by industries to survive the economic meltdown even if the greed and corporate corruption that lead to this mess is a direct supporting cause for the movement. As we move out of this mess this movement could catch steam and become even stronger. Book is a little dated in that it was written in 2007 prior to the current economic meltdown which is evident in its discussion of things like Wal-Mart stock falling behind Target which reversed sharply during the last few years but the ideas it talks about are still relevant

Chuck Heikkinen says

When I first got the book, I thought I was getting "Terms of Endearment," and thought, oh, that would be nice to read. It turned out quite differently and I liked the result. The book lays out how corporations who put "stakeholders" first (employees, suppliers, retailers and customers) ahead of profit actually perform better than corporations dedicated to making money for shareholders (and top executives). The shareholder profit is better, the working conditions are better, the community benefits and employees, suppliers, and retailers feel (and are) valued.

Brandi says

In a world where too many corporations value the dollar above anything else, no matter what the cost to the environment, people, etc., and engage in shady and unethical means to gain more, it is refreshing to read about other corporations that promote more ethical behaviors and practices. I love how this book uses actual case studies and statistics to show that companies can be profitable and socially responsible.

Bernard Koch says

Much of it is a lot of common sense, but there are some great case studies that one can use when talking to clients. Interesting how they spend much of the book taking issue with Jim Collins, yet most of these claims seem to be based more on empirical evidence rather than research.

Edmond Porter says

A bit dated information but still interesting to see that there is a place for companies that actually treat customers and employees well and turn a profit

E says

Intellectual argument for corporate altruism

Authors Raj Sisodia, David B. Wolfe and Jag Sheth contend that as U.S. society becomes more concerned with caring, responsible practices, businesses are becoming more aware of serving the society around them, rather than being motivated only by profit. More companies now are building corporate cultures around humanistic values. They provide equal service to each stakeholder group: society, employees, customers, partners and investors. This creates lasting loyalty and even earns a profit. Despite a bit of jargon, the book paints an idyllic but desirable business portrait. Readers might even see its optimism and altruism as a balance to the prevailing negativity. getAbstract suggests this book to executives, entrepreneurs and business theorists.

Nicole says

inspiring and hopeful!

Glenn Van says

Helaas nog niet verkrijgbaar in het Nederlands, maar een bron van inspiratie en zeker ook bewijs dat MVO of - zoals het genoemd wordt in het boek - het Stakeholder Relationship Model duurzaam financieel beter presteert. Meest in het oog springende cijfer, de bedrijven in Firms of Endearment zijn in tien jaar 10 keer zoveel waard geworden als de S&P500 en 3x zoveel waard als de bedrijven uit Good to Great van Jim Collins. Daarnaast staan er prachtige anekdotes in over bedrijven als Harley Davidson, Ikea, Timberland, SouthWestAirlines en Google.

Experience Life says

The strategies that make a business successful are undergoing an abrupt about-face, according to these authors — two business-school marketing professors and one renowned trends expert. Companies that prize profits over people are faltering, they assert, while socially responsible companies that respect all their stakeholders are on the rise. The authors identify several publicly traded “firms of endearment” (FoEs) — successful companies that have endeared themselves to employees, suppliers, customers and investors by deploying certain responsible purpose-centered business practices. Those practices include compensating employees at above-average rates and executives at below-average ones, working in partnership with suppliers rather than angling for competitive price advantages, and investing profits in socially responsible ventures rather than marketing schemes. As a result, FoEs (which include IKEA, Costco, Toyota and Whole

Foods) have not only reliably outperformed their competitors, they've also significantly outperformed the 11 companies profiled in Jim Collins's classic book, Good to Great. In addition to making a quantitative, research-based case for the stakeholder model of business, this book explains why companies making a positive difference in the world are the ones most likely to succeed over time.

JD says

Big Ideas and Words, Skip Ahead to Conscious Capitalism

We read Conscious Capitalism at work last year, which I enjoyed. Challenging, mind-expanding ideas. Readable. This book was written about a decade before, and did not add much for me beyond Conscious Capitalism, as I had already bought in. Word choices felt a little precious ("concinnity" anyone?) and so, distracting.

Leader Summaries says

Desde Leader Summaries recomendamos la lectura del libro Empresas que se hacen querer, de Rajendra Sisodia y David Wolfe y Jagdish Sheth.

Las personas interesadas en las siguientes temáticas lo encontrarán práctico y útil: management, responsabilidad social corporativa, mejorar el clima laboral.

En el siguiente enlace tienes el resumen del libro Empresas que se hacen querer, Qué están haciendo algunas empresas para que el mundo sea un lugar más habitable y feliz: [Empresas que se hacen querer](#)

Parimal Patil says

Nice read

Åsa Svensson says

Yet another management book that says in 200 pages what could be said in 20.

Brent Green says

When I was a young advertising executive back in the early 1980s, I learned a lot about the science of advertising from my major client, McDonald's. I learned how to plan and execute campaigns precisely to achieve optimum media reach, frequency, TRPs, cumes, and CPMs.

I learned about developing campaigns to win the greatest media "share of voice" and ultimately achieve the largest "share of mind," which of course we measured with research (unaided recall, aided recall, brand associations, etc., etc.).

But the Ronald McDonald House and a little girl with Wilms tumor taught me that hearts cannot be bought or sold with hard-core marketing but must be earned through good works and honest values, forthrightly expressed. I discovered something much more important from a consumer standpoint: "share of heart."

This is what Firms of Endearment teaches with its many insightful case studies about how "share of heart" can be achieved through integrity, humanistic values and community stewardship. I have learned in 30 years that we consumers have a lot of heart to give back to companies that take care of us and reflect our deepest values. It's a simple idea, yet profound and so timely.

One critical reviewer posting here does not apparently understand that appealing to endearing emotions -- and building brands based on appeals to the emotions seeking affinity (and their underlying core values) -- is the wave of the future. Consumers have multiple choices today in any category -- parity reigns -- and it's those companies making cogent and genuine appeals to the heart that will prosper more than those who remain stuck in 20th century approaches involving logical sales arguments, low-price positions as the primary business goal (e.g. Wal-Mart), obsession with killing competitors, and strong-armed sales tactics. Low pricing wins a segment of the market and always will, but I can't think of a widely admired firm that has achieved substantial "share of heart" when focused on making money over creating affinity with stakeholders.

The authors are suggesting a revolutionary idea: humanism can merge with capitalism through a truly win-win business/consumer strategy, an endearing strategy -- a 21st century capitalism.

Chris Yoko says

If this book was rated only on its message it would be 5 stars. The content is well structured and clearly showcases the authors argument that business which are more evolved and self actualized tend to out perform the market greatly.

My only complaint about the book is that it reads very academically - more like a textbook. I, personally, would have preferred a version which expressed the same message in a more conversational tone without belaboring the point with 4 pages of additional examples and research.

Nonetheless I believe the book illustrates why these businesses are leaps and bounds ahead of many of their competitors and more importantly how the world would be a better place if there were more businesses that acted as the FoEs do.
