

Purposeful Capitalism

Fourteen Remarkable Companies and What They Teach Us About Ethics and Profit

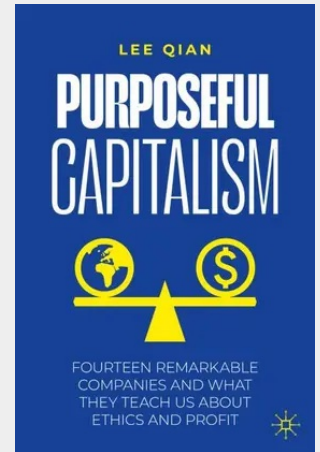
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How should corporate leaders navigate this volatile landscape? charts a path forward, centred on the idea of profitable problem-solving. Drawing on lessons from fourteen well-known companies across industries and countries, this book argues that businesses must promote human progress by tackling societal challenges. This requires harnessing the best elements of capitalism, including the ability to attract investment and motivate people through financial rewards. Profit, when it stems from value-creating activities rather than a myopic obsession with financial engineering, should be celebrated, not vilified.

Engaging and insightful, the book introduces a new framework — the Sustainability Flywheel — which explores how strategy, business models, and sustainability factors interact to create financial value. It shows that good intentions don't guarantee commercial success. Instead, business leaders must focus on material issues aligned with their strategy and competitive advantage. The result is a more nuanced perspective that moves beyond dogmatic debates about sustainability and capitalism.

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