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moral and economic superiority of Conscious Capitalism over all other economic theories. It has proven to grow companies and countries faster than all competing ideas while at the same time raising the happiness quotient of its beneficiaries.

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At Whole Foods, John Mackey created a new way of doing business that has proved as successful as it is revolutionary. In this book, Mackey describes the tenets of the Conscious Capitalism movement he has helped develop. He presents business as a heroic endeavour, with the power to

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change the world for the better.

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Conscious Capitalism: Liberating the Heroic Spirit of Business is a treatise for a cultural revolution.” — Wesley Gant, Values and Capitalism, an initiative at the American Enterprise Institute



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“Conscious Capitalism is [Mackey's] philosophy of how capitalism and good business can - and should - be the driving force of change in the world. Business leaders must be attuned to an 'ethical consciousness', argue the authors, and through this all stakeholders, including employees, customers ...

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business as the hero of the story.

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Rajendra Sisodia, Bill George A New York Times and Wall Street Journal Bestseller  
In this book, Whole Foods Market cofounder John Mackey and professor and Conscious Capitalism, Inc. cofounder Raj Sisodia argue for the inherent good of both business and capitalism.

## **Conscious Capitalism: Liberating**

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"Conscious Leadership" is a follow-up to Mackey's 2013 best seller, "Conscious Capitalism: Liberating the Heroic Spirit of Business." The nonprofit organization of the same name currently has 25,000 members across the United States.

**Whole Foods CEO Pens Book on**

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Liberating the Heroic Spirit of Business. Connecting conscious business leaders with information, resources... and each other. Be part of the Next Evolution of Business, ushering in this new era.

**Home - Conscious Capitalism  
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The 2020 Conscious Capitalism Annual Conference is designed for executive business leaders, investors, and advocates who are looking to level-up their practice of Conscious Capitalism in community to join the movement changing the practice and perception of business as a force for good in the world.



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## **2020 Home - Conscious Capitalism**

A strong believer in free market principles, Mackey co-founded the Conscious Capitalism Movement (<https://consciouscapitalism.org/>) and co-authored a New York Times and Wall Street Journal best-selling book entitled Conscious Capitalism, Liberating the Heroic Spirit of Business to boldly defend

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and re-imagine capitalism, and encourage a way of doing business that is grounded in ethical consciousness.

## **John Mackey - Conscious Capitalism**

Conscious Capitalism: Liberating the Heroic Spirit of Business is a treatise for a cultural revolution.” — Wesley Gant, Values and Capitalism, an initiative at

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the American Enterprise Institute  
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driving force of change in the world.  
Business leaders must be attuned to an  
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stakeholders, including employees,

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Conscious Capitalism: Liberating the  
Heroic Spirit of Business. Boston, Mass.:  
Harvard Business Review Press. Chicago  
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guide) Mackey, John, 1954- and

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Rajendra. Sisodia, Conscious Capitalism: Liberating the Heroic Spirit of Business. Boston, Mass.: Harvard Business Review Press, 2013. MLA Citation (style guide)

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Conscious Capitalism NPR coverage of  
Conscious Capitalism: Liberating the  
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Raj Sisodia, and Bill George. News,  
author interviews, critics' picks and  
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## **Conscious Capitalism: Liberating the Heroic Spirit of ...**

While the authors seem convinced that

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conscious capitalism will win in the end, we as millennials have an uphill battle to fight, and I am proud to be a part of a company who is driving change and inspiring all of us to be more conscious leaders.

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This latest work is a follow-up to Mackey's 2013 bestseller, "Conscious Capitalism: Liberating the Heroic Spirit of Business," which was widely embraced in the business community. The nonprofit of the same name now has 25,000 members across the U.S.

### **Whole Foods Market Announces**

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## **Release of 'Conscious ...**

Conscious Leadership Book Cover  
(Photo: Business Wire) This latest work is  
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This latest work is a follow-up to Mackey's 2013 bestseller, "Conscious Capitalism: Liberating the Heroic Spirit of Business," which was widely embraced in the business community. The nonprofit of the same name now has 25,000 members across the U.S. In this new book, Mackey and co-authors Steve McIntosh and Carter Phipps contend that

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