



## Great From The Start (Paperback)

By John B Montgomery

Morgan James Publishing llc, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Great from the Start not only prepares entrepreneurs for success in the prevailing economic paradigm where the corporation exists solely to maximize profits for shareholders, but also shows you how to design your business for success in the emerging economic paradigm in which corporations exist to optimize both good and profit. You will learn how to build a purposeful and soulful business that is a force for good and reflects your values, embodies the tenets of Conscious Capitalism as a Certified B Corporation and acts appropriately as a responsible global citizen. Finally, if you are a leader who aspires to operate from the heart, believes in abundance and plays power with instead of power over, Great from the Start suggests how you can leverage neuroscience and the science of consciousness to inspire and lead your corporation so that it is optimized for the people that work there.



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