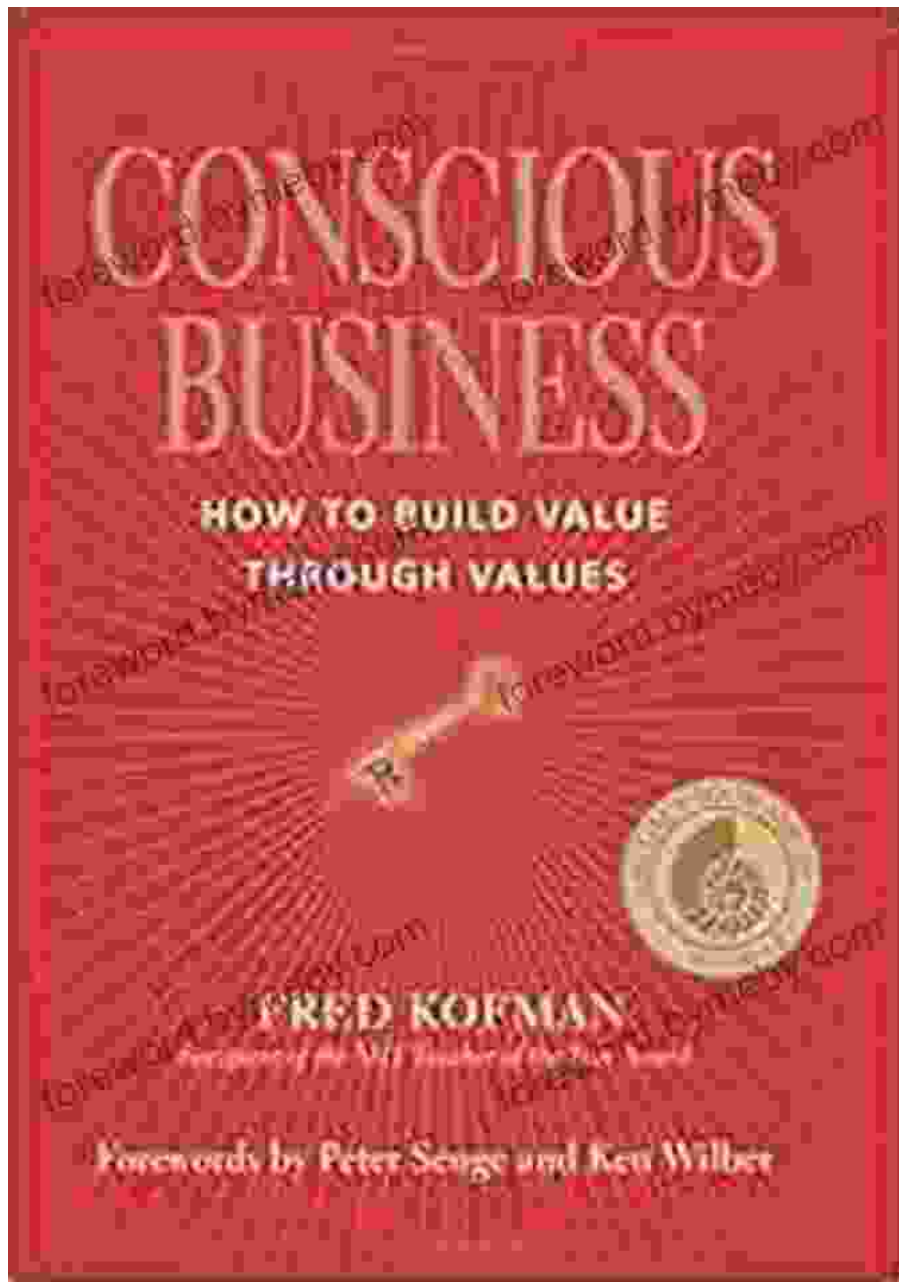
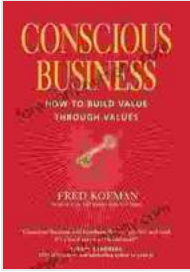


Conscious Business: How to Build Value Through Values

By Fred Kofman



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★ ★ ★ ★ ☆	4.7 out of 5
Language	: English
File size	: 1980 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 364 pages



In his book *Conscious Business: How to Build Value Through Values*, Fred Kofman argues that businesses that are guided by values such as integrity, compassion, and sustainability are more likely to be successful in the long run than businesses that are focused solely on profit. Kofman draws on his experience as a business consultant and executive coach to provide practical advice for business leaders who want to create a more conscious and sustainable organization.

Kofman begins by defining conscious business as "a business that is aware of its impact on the world and that makes decisions based on its values." He argues that conscious businesses are more likely to be successful because they attract and retain talented employees, customers, and investors who share their values. Kofman also provides evidence that conscious businesses are more profitable than traditional businesses.

Kofman then outlines the seven key values that he believes are essential for conscious businesses: integrity, compassion, forgiveness, authenticity, service, sustainability, and joy. He provides practical advice for business leaders who want to incorporate these values into their organizations. For

example, he suggests that businesses can create a culture of integrity by being honest with their employees, customers, and investors. They can create a culture of compassion by providing support to employees who are going through difficult times. And they can create a culture of sustainability by reducing their environmental impact.

Kofman concludes by arguing that conscious business is the future of business. He believes that businesses that are guided by values will be more successful in the long run than businesses that are focused solely on profit. *Conscious Business* is a valuable resource for business leaders who want to create a more conscious and sustainable organization.

Reviews

"Fred Kofman has written a powerful and inspiring book that will change the way you think about business. *Conscious Business* is a must-read for any business leader who wants to create a more successful and sustainable organization." -Ken Wilber, author of *A Brief History of Everything*

"*Conscious Business* is a game-changer. Fred Kofman provides a clear and practical roadmap for businesses that want to create a more positive impact on the world." - Arianna Huffington, founder of The Huffington Post

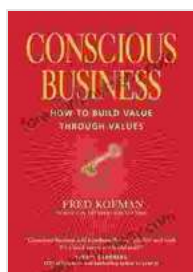
"*Conscious Business* is a must-read for any business leader who wants to create a more conscious and sustainable organization. Fred Kofman provides practical advice and inspiring examples that will help you transform your business." - Deepak Chopra, author of *The Seven Spiritual Laws of Success*

About the Author

Fred Kofman is a business consultant, executive coach, and author. He is the founder of the Conscious Business Center, a non-profit organization that helps businesses to become more conscious and sustainable. Kofman has worked with some of the world's leading companies, including Google, Microsoft, and Unilever. He is the author of several books on conscious business, including *Conscious Business: How to Build Value Through Values* and *The Meaning Revolution: The Power of Transcending Transactional Values*.

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