

In order to satisfy the heightened demands of today's more powerful consumer, corporations from Wal-Mart to GE are undergoing an evolutionary transformation in the way they do business--from their operations and strategies to their relationships with customers and communities. In this timely book, two top branding experts team up with a highly regarded specialist in corporate culture and a leading global search consultant to illustrate how the most dynamic and promising companies of today are charting a new path for the corporate brand of tomorrow. Good for Business outlines four key elements that will serve as the cornerstones of the most successful businesses of the future: Purpose Beyond Profit • Humanized Leadership • Corporate Consciousness • Collaborative Partnerships Today, brands matter a lot, and what companies we do business with also matters. In Good For Business, the authors show not only why building an authentic corporate brand is critical to success, but how to do it in a way that creates more loyal customers, develops a devoted workforce, and makes a social difference in the world at large.

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