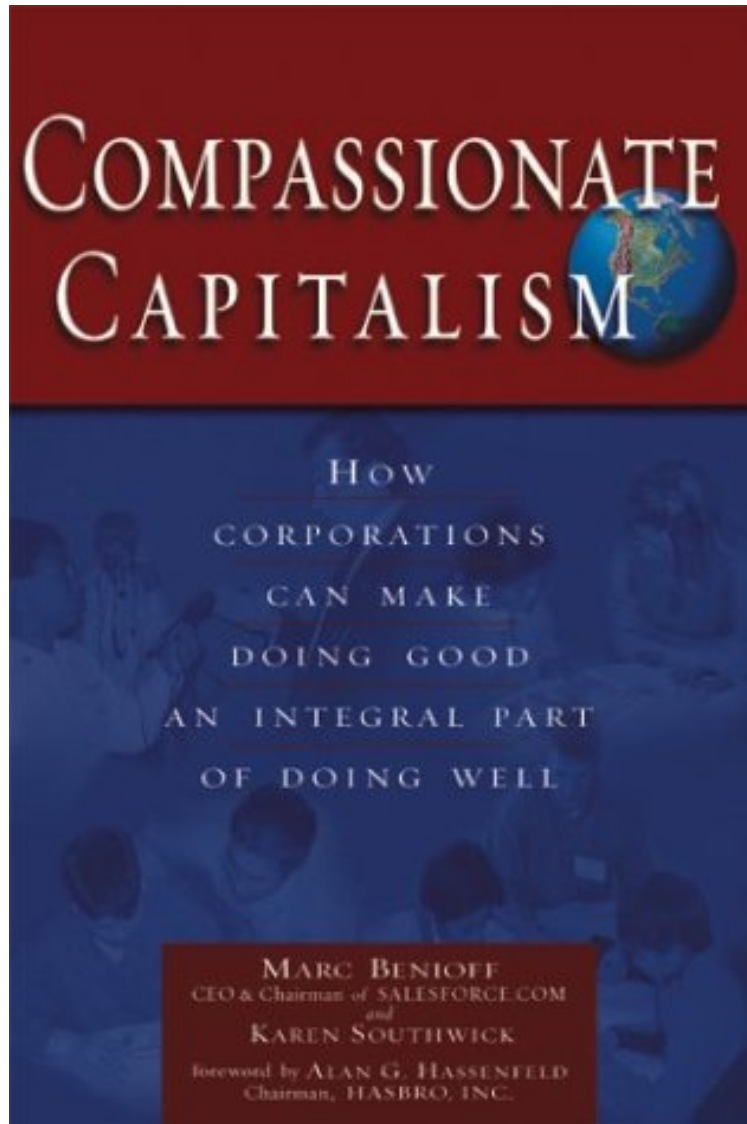


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Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well

Marc Benioff, Karen Southwick
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Marc Benioff, Karen Southwick : Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well before purchasing it in order to gauge whether or not it would be worth my time, and all praised Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well:

3 of 3 people found the following review helpful. "THE ECONOMIST" REVIEW OF COMPASSIONATE CAPITALISMBy A CustomerAn unusually persuasive advocate of the view that CSR-or "compassionate capitalism",

as he calls it-benefits shareholders, employees and the needy all at once is Marc Benioff, boss of salesforce.com, a private company (for now) that provides online customer-relationship-management services. In a new book, co-written with Karen Southwick, Mr Benioff argues that corporate philanthropy, done right, transforms the culture of the firm concerned*. "Employees seeking greater levels of fulfilment in their own lives will have to look no further than their workplace." As well as doing the right thing, the firm will attract and retain better people, and they will work more productively. He makes it seem plausible. Mr Benioff advocates "the 1% solution": 1% of salesforce.com's equity, 1% of its profits and 1% of its employees' paid hours are devoted to philanthropy, with workers volunteering their time either to company-run schemes or to charitable activities at their own initiative. His book describes similar projects at many other firms, always underlining their win-win character. Unlike some advocates of CSR, Mr Benioff says he opposes government mandates to undertake such activities. Compulsion would neutralise the gains for corporate culture, he points out. (He is not averse to tax relief, however, and complains that America's corporate-tax code does too little to encourage his charity.) In any case, if Mr Benioff is right, and CSR done wisely helps businesses succeed, compulsion should not be needed. Companies like salesforce.com and the others discussed in his book will thrive, and the model will catch on by force of example.

0 of 0 people found the following review helpful. Free Enterprise Capitalism Will Increasingly Solve World Problems By The Happy Looker This book is one every United States Citizen should read. Capitalism has solved problems and will increasingly continue to do so; not the other way around (as so often portrayed by its detractors with no intellectual basis or theology). A good scholarly companion to this is "Victory of Reason: How Christianity Led to Freedom, Capitalism, and Western Success" by Rodney Stark. Every once and awhile a book comes along that not only provide solutions and intellectual answers but exposes religious fanatics who justify terrorism in the name of religion.

0 of 0 people found the following review helpful. Compassion may be the ultimate corporate differentiator By Rebecca Clement Most would agree that the highest goal of capitalism is to increase the wealth of the enterprise owner(s). While that may be a true statement, the definition of the phrase "increase the wealth" is open to interpretation. Wealth does not necessarily mean money - the concept of wealth can be interpreted to mean prestige; a sense of belonging; helping those less fortunate; leaving an enduring legacy or any number of other aspirational intangibles. In their book - "Compassionate Capitalism" the authors propose that businesses that integrate a philanthropic worldview into their culture can increase the organizational wealth of all vested stakeholders far beyond a profit-and-loss statement. Soundview highly recommends this book because it not only seeks to inspire but aspires to a grander pursuit of "sowing and reaping" versus "hoarding and keeping." Using case studies and real-world examples, this book does an excellent job of positioning compassion as a competitive advantage, retention incentive and corporate differentiator for those businesses bold enough to embrace such high ideals.

What if every corporation in the world devoted one percent of its revenues, one percent of its employees' time, and one percent of its stock to the communities it serves? What would happen? It would change the world. This book suggests that such a radical change is possible, and lays out the blueprint to do so, with a radically new model in which companies leverage all of their assets-including employees, equity, products, and relationships-in order to provide real value to the communities in which they operate. Case studies look at how both large and small companies, have structured their philanthropy programs for maximum effectiveness and true integration. We see what works and what doesn't. Here is the essential guide for everyone, from the newly minted entrepreneur to the Fortune 500 CEO who wants to ensure that doing business goes hand in hand with doing good.

About the Author MARC BENIOFF is CEO and chairman of salesforce.com, a leading provider of online business applications, and creator of the salesforce.com Foundation. A former sales and marketing executive at Oracle Corporation, he is now enlisting his energy and ambition in building a new model for global philanthropy, as portrayed in this book. KAREN SOUTHWICK is an experienced journalist who has worked for several magazines, including Forbes ASAP and Upside, and metropolitan daily newspapers, including the San Francisco Chronicle. She has written four books on the business side of technology, most recently Everyone Else Must Fail: The Unvarnished Truth about Oracle and Larry Ellison, published in November 2003 by Random House/Crown. She is currently an executive editor at CNET News.com.