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**FOR IMMEDIATE RELEASE**

## **Firms of Endearment Reveals a New Way of Doing Business**

**Authors profile hundreds of companies who understand that “Share of Heart” can equal “Share of Wallet”**

*January 31, 2007 (Philadelphia, PA) – **Firms of Endearment** illuminates the most fundamental transformation in capitalism since Adam Smith. It's not a book about corporate social responsibility. It's a book about building companies that can sustain success in a radically new era. It's a book about great companies like IDEO and IKEA, Commerce Bank and Costco, Wegmans, and Whole Foods, and how they've earned powerful loyalty and affection from all their stakeholders, while achieving stock performance that is truly breathtaking.*

At a time when we are increasingly searching for higher meaning in our lives, not just new possessions, the trend of corporate responsibility is transforming the marketplace, the workplace, and the very soul of capitalism. Increasingly, today's most successful companies are those who've brought love, joy, authenticity, empathy, and soulfulness into their businesses.

The authors discuss what it means to have "share of heart," not just share of wallet. They explain that by aligning the interests of all your stakeholders, you can achieve success. You will gain an understanding of how the "new rules of capitalism" mirror the self-actualization focus of our aging society, and you will learn how to build a company that leaves the world a better place. You will also understand why companies must do all this, or risk being left in the dust, and how to get there from wherever you are now.

Profiled companies include Costco, Whole Foods, IKEA, CarMax, Timberland, Trader Joe's, Target, The Body Shop, Google, and Commerce Bank.

*“Judging by recent headlines, corporate America has too few leaders who open their mental ears to their inner voices. Rather, they take cues for their behavior from the external world where pursuit of power over others is the daily priority. Sadly, such ambitions weigh on us with a pervasive presence that extends far beyond the world of business...Happily, **Firms of Endearment** gives us hope that we are not morally going to hell in a handbasket, a relentless stream of headlines about moral failures in high office notwithstanding.”*

**Warren Bennis, Distinguished Professor of Business Administration University of Southern California**

Review copies of *Firms of Endearment* are available by request. For free sample content downloads, visit [www.whartonsp.com/FoE](http://www.whartonsp.com/FoE). To schedule an interview with the authors or to request an excerpt for publication, please contact Ken Spence at [ken.spence@pearsoned.com](mailto:ken.spence@pearsoned.com) or call 416-386-3459.

### **About the Authors**

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### **About Wharton School Publishing**

Wharton School Publishing is dedicated to presenting the world's foremost business thinkers in print, audio and interactive formats. All titles must be approved by a senior Wharton faculty review board to ensure that they are timely, important, conceptually sound, empirically based, and implementable. The editorial focus on applicable knowledge, along with multi-media publishing, enables readers to gain new insights into the issues shaping the future of business, and plan and take action to achieve their goals.

Wharton School Publishing is a partnership between Pearson Education, the world's leading education company, and the Wharton School of the University of Pennsylvania. The Wharton School of the University of Pennsylvania is recognized around the world for its academic strengths across every major discipline and at every level of business education. Founded in 1881 as the first collegiate business school in the nation, Wharton has approximately 4,600 undergraduate, MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 80,000 worldwide.

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### ***Firms of Endearment: How World-Class Companies Profit from Passion and Purpose***

Rajendra Sisodia, David Wolfe, and Jagdish Sheth

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