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Firms of Endearment is a paean to leaders driven by a strong sense of connectivity to their fellow beings. It celebrates leaders who leverage their humanness by inspiring others to join them in making the world a better place. A few years ago, Timberland CEO Jeffrey Swartz accepted a friend's invitation to spend a half a day in a teen halfway house.

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Firms of Endearment: How World-Class Companies Profit from Passion and Purpose ... It is important to point out again that what we have in this book is an illustrative list of firms of endearment, not an exhaustive or definitive one. One of the great pleasures of working on this project has been learning about many more such companies.

Identifying Firms of Endearment | Firms of Endearment: How ...

"This new edition of Firms of Endearment continues to break important new ground in understanding the power of capitalism to transform our world for the better. In the first edition, the authors... gave us an introductory quantitative analysis, and a set of rich stories that made the analysis make some sense. Now, they take a giant step forward.

Firms of Endearment: How World-Class Companies Profit from ...

Firms of endearment is a book about these new rules that are transforming businesses from the inside out Today's greatest companies are fueled by passion and purpose, not cash. They earn large profits by helping all their stakeholders thrive: customers, investors, employees, partners, communities, and society.

Firms of Endearment | Second Edition

The book features 22 public firms, 29 private firms and 15 non-U.S. firms of endearment, including two inspiring examples: Costco and Southwest Airlines. Costco, ranked the "Happiest Company in the World" for caring about its employees, "recognizes that in the long run, the interests of employees mirror those of the company."

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That is why we coined the phrase “firms of endearment,” or FoE. Quite simply, an FoE is a company that endears itself to stakeholders by bringing the interests of all stakeholder groups into strategic alignment. No stakeholder group benefits at the expense of any other stakeholder group, and each prospers as the others do.

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What Is a Firm of Endearment? | Building Business on Love ...

The term Firm of Endearment is a metaphor standing for companies that operate with the principle of stakeholder integration in mind. They strive to endear themselves not only to shareholders but to all stakeholders (customers, employees, suppliers, environmentalists and the community) and in the process outperform non-firms of endearment in shareholder wealth creation.

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What Is a "Firm of Endearment?" As the U.S. population gets older, more people are reaching the "Age of Transcendence," when they begin to focus on serving the needs of those around them rather than being motivated primarily by self-interest or ambition.

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