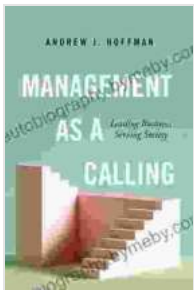


Management As Calling: Leading Business, Serving Society

In a world facing unprecedented challenges, from climate change to economic inequality, the role of business has never been more important.



Management as a Calling: Leading Business, Serving Society by Andrew J. Hoffman

★★★★☆ 4.7 out of 5

Language	: English
File size	: 2354 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 192 pages



Management As Calling is a book that argues that businesses have a responsibility to use their power and influence to make the world a better place. The book's author, Raj Sisodia, is a professor of marketing at Babson College and a leading expert on corporate social responsibility.

In Management As Calling, Sisodia makes the case that businesses are not just economic entities but also social institutions. They have the power to create jobs, generate wealth, and improve the quality of life for their employees, customers, and communities. But they also have the potential to do harm, by polluting the environment, exploiting workers, and contributing to inequality.

Sisodia believes that businesses have a moral obligation to use their power for good. He argues that businesses should be managed as "calling" rather than as simply profit-making machines. This means that businesses should be guided by a higher purpose than just making money. They should strive to create value for all their stakeholders, not just their shareholders.

Management As Calling provides a framework for how leaders can manage their businesses as a calling. Sisodia identifies five key principles of "conscious capitalism":

1. Higher purpose: Businesses should have a clear and compelling purpose that goes beyond making money.
2. Stakeholder orientation: Businesses should create value for all their stakeholders, not just their shareholders.
3. Conscious leadership: Businesses should be led by leaders who are aware of their own values and purpose, and who are committed to making a positive impact on the world.
4. Transparency: Businesses should be transparent about their operations and their impact on society.
5. Accountability: Businesses should be accountable for their actions to their stakeholders.

Sisodia argues that businesses that adopt these principles will be more successful in the long run. They will be more attractive to customers, employees, and investors. They will also be more resilient in the face of challenges.

Management As Calling is a timely and important book. It offers a new vision for business that is both idealistic and practical. It is a must-read for anyone who wants to make a difference in the world.

Praise for Management As Calling

"Management As Calling is a powerful and inspiring book that will change the way you think about business. Raj Sisodia makes a compelling case that businesses have a responsibility to use their power and influence to make the world a better place. This book is a must-read for anyone who wants to be a leader in the 21st century."

- Arianna Huffington, founder and CEO of Thrive Global

"Management As Calling is a groundbreaking book that offers a new and compelling vision for business. Raj Sisodia shows us how businesses can be a force for good in the world, and he provides a clear and practical roadmap for how to do it. This book is essential reading for anyone who wants to create a more just and sustainable world."

- John Mackey, co-founder and CEO of Whole Foods Market

"Management As Calling is a must-read for anyone who wants to lead a business with purpose and integrity. Raj Sisodia provides a powerful framework for how to create a business that is both profitable and sustainable. This book will help you to make a positive impact on the world."

- Paul Polman, former CEO of Unilever

About the Author

Raj Sisodia is a professor of marketing at Babson College and a leading expert on corporate social responsibility. He is the co-author of the bestselling book *Conscious Capitalism*, and he has been featured in *The New York Times*, *The Wall Street Journal*, and *Forbes*.

Sisodia is a passionate advocate for the idea that businesses can be a force for good in the world. He believes that businesses have a responsibility to use their power and influence to make the world a better place.

Management As Calling is Sisodia's most recent book. In it, he makes the case for a new vision of business that is both idealistic and practical. He provides a framework for how leaders can manage their businesses as a calling, and he offers real-world examples of businesses that are making a difference.

Management As Calling is a timely and important book. It offers a new vision for business that is both idealistic and practical. It is a must-read for anyone who wants to make a difference in the world.



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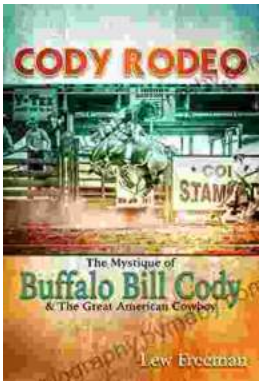
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