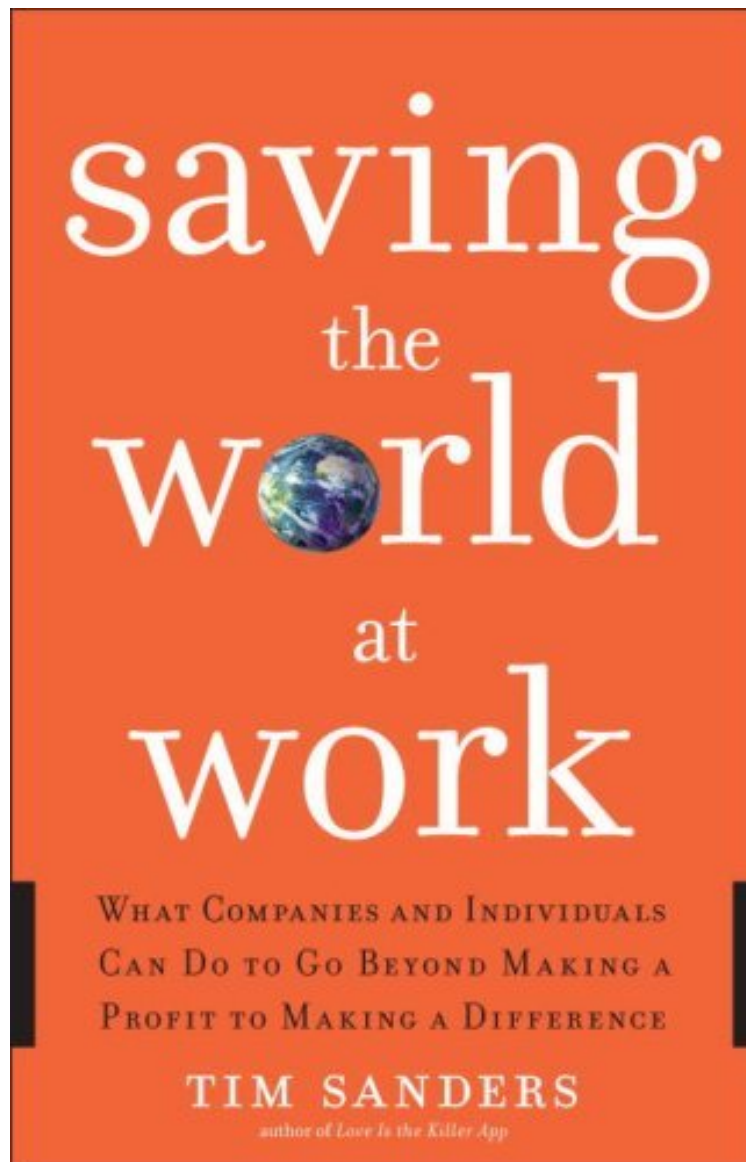


[Free pdf] Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference

Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference

Tim Sanders

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1 of 1 people found the following review helpful. Empowers workers to make a difference
By M. H. Hinkley
So much of today's business environment is impersonal and focused on the "bottom-line." Workers and customers often feel like they do not matter except in regard to the company's financial success. Tim Sanders book helps employees and managers alike to see that the success of the company's stakeholders (employees, customers, suppliers, community) does much to insure the financial success of the company. If employees are treated unfairly, are asked to work long hours under adverse conditions, they will not have any personal commitment to the company's success. Employees of large companies often feel that there is nothing they can do to change their working environment. This book suggests that the actions of an individual employee can ultimately make a difference. Their actions can change the behavior of the company to improve working conditions and can instigate changes that will improve the company's attitudes about the environment and community. It is a great book for managers to read; it is an even better book for employees to read.

1 of 1 people found the following review helpful. SAVE YOUR BUSINESS' FUTURE AND THE WORLD
By Gustavo R. Grodnitzky
JOIN THE RESPONSIBILITY REVOLUTION! Begin by educating yourself with this book! Tim Sanders has written a book which wonderfully articulates not only where business leaders need to go, but where savvy business leaders are already going. Tim makes his argument through specific examples of companies that have already joined this revolution and the successes they have achieved because of it. He clearly lays out for the reader the different phases of the revolution, the laws of being a "Saver Soldier", and finally, he details how the great companies of the future need to good to their people, their communities, and the world. This book is more than a map; it is a GPS which will guide you to your future success in business. It should be considered a MUST for anyone who is interested in the success of their business or company.

Gustavo Grodnitzky, Ph.D., Organizational Consultant

0 of 0 people found the following review helpful. Tim is one of my favorite business offers
By Paul F
Tim is one of my favorite business offers. He sounds like the kind of guy that everyone wants to work for. His perspective is golden.

Even the actions of a single person can help to change the world. How? Through simple acts of leadership and compassion. Open up this book, and discover the true stories of people whose actions have caused a chain reaction at work and in their communities. Among them:

- A manager who gives an employee some supportive praise, and as a result literally saves his life (page 231).
- A small group of bank tellers who spearhead a movement to raise millions of dollars for breast cancer, making it the biggest fundraiser in North America, and enhancing their company's reputation (page 213).
- A sales manager who gets a copy of a groundbreaking book that leads to a transformation of the company's operations. As a result, hundreds of millions of pounds of carpet waste avoid the landfill, and the company sparks a revolution in its industry (page 12).

A "responsibility revolution" is shaking up corporate America. In this provocative and insightful book, bestselling author Tim Sanders reveals why companies must go beyond making a profit and start making a difference. Every one of us, regardless of title or position, can inspire our companies to change the way they do business, helping them to become a positive force for enriching people, communities, and the environment. When this happens, not only do we help save the world, we help save our companies from becoming irrelevant. We also become part of what Sanders calls the Responsibility Revolution. Companies that don't participate in this revolution risk becoming obsolete. Today customers, employees, and investors are demanding that companies focus on their social responsibilities—not just their bottom lines. Sixty-five percent of American consumers say they would change to brands associated with a good cause if price and quality were equal; 66 percent of recent college graduates will not work for companies with poor social values. And more than sixty million people are willing to pay a premium for socially and environmentally responsible products. In *SAVING THE WORLD AT WORK*, Tim Sanders offers concrete suggestions on how all of us can help our companies join the Responsibility Revolution. Drawing on extensive interviews with hundreds of employees and CEOs, and illuminated by countless stories of people who are making a difference in the workplace and in the world, Sanders offers practical advice every individual and company can use to make the world a better place—now and in the future.

From Publishers Weekly
The Responsibility Revolution is underway, and it's challenging the importance of the bottom line, argues Sanders (*Love Is the Killer App*), former CSO of Yahoo. Both consumers and employers have turned away from price consciousness to demand that companies make a difference to society through their products, manufacturing methods, environmental efforts and community outreach. According to the author, casual consumers now represent the minority; mindful consumers have brought in a new value system, paying as much attention to a company's environmental and social policies as to its pricing structures. Companies that do not clean up their acts will be left in the dust, losing customers who want their money to go toward good causes and employees who place more importance on green factors and job satisfaction than pay scale. Through success stories like Horst Rechelbacher, the brains behind the ecologically sound cosmetics company Aveda, and Lee Scott's greening of Wal-Mart in 2004, Sanders makes a compelling argument for the necessity for businesses to appeal to their customers' hearts as well as their wallets. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From Booklist
Sanders was the chief solutions officer at Yahoo! In his previous book, *Love Is the Killer App: How to Win Business and Influence Friends* (2003), he described how to have a more fulfilling career by focusing on

how to help others rather than just getting ahead. Now he is on a mission to get out the word on the responsibility revolution. With the instant access to information that the Internet provides, customers, social groups, and investors are paying close attention to the way corporations are dealing with issues such as the environment and fair treatment of employees. Corporations such as General Electric, Wal-Mart and Dell have made drastic changes to their energy and recycling policies, at first because they were shamed into it, and later because the changes saved them money. Sanders says that social responsibility is becoming the most important issue for the next generation of consumers, and any company that does not join the revolution will be left in the dust. His tips will help any company to reduce its footprint and become what he calls a "Soldier Saver." --David Siegfried "This remarkably inspiring and important book will have a powerful affect on everyone who reads it. By telling the stories of everyday people at work, Tim Sanders first shows us why every one of us should make a difference, and then he shows us how to make that difference. It is a must read!" --John C. Maxwell, author of the New York Times bestseller *The 21 Irrefutable Laws of Leadership* "Don't buy a copy of this book. Buy four. One for you, one for the boss, and two for your team. Read it, absorb it, do it." --Seth Godin, author of *Tribes* "With intelligence and passion, Tim Sanders reveals the new competitive logic of business: Being great now depends on being good. The Responsibility Revolution is upon us -- and this remarkable book will surely accelerate its arrival. Whether you're in the boardroom or the mailroom, you owe it to yourself to read *SAVING THE WORLD AT WORK* and to begin putting into practice its powerful lessons." -- Daniel H. Pink, author of *A WHOLE NEW MIND* and *THE ADVENTURES OF JOHNNY BUNKO* "Tim Sanders brings a human touch to business life that is always needed. He reminds us that at the end of the day, the impact we have on one another, in our lives and at work, is what endures." --Patrick Lencioni, president, The Table Group; author of *The Five Dysfunctions of a Team*