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to their fellow beings. It

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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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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

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on this project has
been learning about

many more such
companies.

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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 thier

stakeholders thrive:

customers, investors,

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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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enlightenment by**

engaging ...

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Business management

took a seeming leap

forward in the early

years of the twentieth

century when Frederick

Winslow Taylor

introduced scientific

discipline to the

practice of

management in

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Companies ...

These rare, authentic firms of endearment

act in powerfully

positive ways that

stakeholders

recognize, value,

admire, and even love.

They make the world

better by the way they

do business—and the

world responds. They

have created radically

new rules.

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**Companies Profit
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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

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of any other stakeholder group, and each prospers as the others do.

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

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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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illuminates this, the
most fundamental
transformation in
capitalism since Adam
Smith. It's not about
"corporate social
responsibility": it's
about building
companies that can
sustain success in a
radically new era.

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Endearment?” As the

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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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