



Good Business: Making Money by Making the World Better

Steve Hilton

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If you want to stop an eight year old boy from smoking - who is he most likely to listen to? parents? teachers? the government? or Nike? If that same boy's parents are buying him a Christmas gift, which will they chose? Sports shoes from the company that only promotes its brand? Or shoes from the company that also uses its brand to promote anti-smoking? In Good Business, the authors argue that in the 21st century, the successful companies will be those that use their power and influence to work for social progress. And they'll do it because making the world a better place will also be the best way to make money.

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