



Choosing Higher Ground: Working and Living in the Values Economy

Michael Weisman, Beth Jusino

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Too many businesses today are wrapped up in the transactional economy--the place where standards are flexible and relationships last only as long as it takes to make the sale. But there is a better way. Corporate cultures are changing, embracing a new values-driven approach to business we call the Values Economy. *Choosing Higher Ground* is a handbook for those who want to incorporate values into their organization's daily practices, and are finally ready to embark on the path to a greater calling.

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