



Faith and Fortune: The Quiet Revolution to Reform American Business

By Marc Gunther

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Lately the headlines have delivered dispiriting news about wrongdoing and scandal in business. But behind the headlines lies a surprising, untold story: Corporate America is changing for the better. *Faith and Fortune* tells the stories of the extraordinary people who are leading the way and the admirable companies they have built.

This book is called *Faith and Fortune* because faith provides the fuel that energizes these people as they strive to do business better and to find meaning in their work. Some have faith in God; others do not. But all have faith in the goodness of people and in the possibility of change. Most of all, they believe that corporations can become a powerful force for good in the world, and that they can—and should—serve people and not the other way around.

Faith and Fortune argues that an exciting new model of conducting business is taking hold, not only in small, socially responsible companies like Ben & Jerry's but inside such bulwarks of the Fortune 500 as Ford, Citigroup, and DuPont. Bit by bit, almost imperceptibly, this new model is replacing a century-old approach that was rooted in the industrial era and looked at business as a series of discrete, win-lose transactions: Executives tried to pay their workers and suppliers as little as possible, charge their customers as much as they could, and maximize their short-term profits. Today, by contrast, forward-thinking executives build their businesses by developing a network of long-lasting, win-win relationships. Great companies serve their workers, customers, shareholders, and the common good.

Powerful forces are driving these changes, including the desire of companies to attract and engage their workforce, the emergence of the 1960s' generation to positions of corporate power, the spirituality-in-the-workplace movement, the rise of social investing, and the growth and sophistication of activist groups.

At once realistic and inspiring, *Faith and Fortune* profiles companies and people who represent the best of business and exemplify these new values. Among the stories told here:

- UPS creates opportunities for immigrants and minorities, promotes from within, and provides its people with a much-valued sense of community
- Southwest Airlines, the fun-loving airline, has built the concept of servant leadership into its storied culture
- Starbucks provides stock options and health insurance even to part-time workers and builds sustainable business models for coffee growers in the developing world
- Timberland has turned community services into a valuable corporate asset

Other companies profiled here include Hewlett-Packard, Herman Miller, Staples, PepsiCo, Domini Social Investments, Tom's of Maine, and Greyston Bakery. The book also includes a chapter exploring what the great religious traditions have to teach today's businesspeople about creating sustainable enterprises and an analysis of the business case for corporate social responsibility.

Faith and Fortune is a thoughtful, original, and important book that will reshape the debate about the role of business in America.

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Editorial Review

From Publishers Weekly

In the shadow cast by recent corporate scandals, Gunther (*The House That Roone Built*) provides a reason to hope for something better from big business. Gunther, a senior writer at *Fortune* magazine, postulates that "a growing number of big corporations now believe that doing good is good business, and they are acting accordingly." To prove the point, he profiles companies and leaders who wear their values on their sleeves. Gunther's journalistic skills sparkle, and his book is at its best as he relates the history of these corporations, splashing the accounts with facts and colorful anecdotes. For example, the reader witnesses Starbucks' commitment to quality at a professional coffee tasting and sees that Southwest Airlines remains a desirable place to work because it received 243,657 résumés while hiring 5,042 new employees in 2002. The author's background also gives him a realistic perspective on whether the majority of companies will choose principles over profit: "The market will eventually settle the debate." Socially conservative readers may feel that Gunther's definition of moral business practice sounds much like modern liberal social dogma, with virtue assigned to government regulation, environmental activism and companies that provide domestic-partner benefits. (Raspberries go to Wal-Mart and to SUV manufacturers.) Still, the book is packed with compelling stories, and it offers a much-needed, balanced look at the well-intentioned side of corporate America.

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From [Booklist](#)

On July 9, 2001, *Fortune* magazine published a story by Gunther entitled "God and Business: The Surprising Quest for Spiritual Renewal in the American Workplace," which generated an unprecedented response. It struck a chord because so many people are quietly seeking to live the values of their faith within the context of the place they spend most of their waking hours--at work. Soon after *Fortune* published his story, Gunther began work on this book, profiling companies and businesspeople that, while not all overtly religious or spiritual, are nonetheless promoting socially conscious ideals and succeeding at it. Tom's of Maine founder Tom Chappell, a Protestant minister, sells \$35 million a year of all-natural, personal-care products; Jeff Swartz, the CEO of the Timberland boot company and an Orthodox Jew, follows the credo that "business can do good, therefore, it must do good"; and Southwest Airlines' Herb Kelleher and Colleen Barrett promote a management philosophy called servant leadership, which stresses modesty and teamwork. Gunther's work breaches "the last taboo in corporate America," one that reconciles our capitalist structure with our deep-seated spiritual beliefs. *David Siegfried*

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Review

"I arrived at this book as an avowed, vocal skeptic of the 'spirituality-in-business movement.' I departed as a...convert. Even cynics should devour this marvelous book. Marc Gunther makes a compelling case that the right things matter—and pay off; yet he exudes not a dollop of naiveté." —Tom Peters, author of *Re-imagine!* and *Thriving on Chaos*

"In his provocative inquiry into the nature of modern American business, Marc Gunther looks into the darkness of corporate greed and scandal and, in the shadows cast by the likes of Enron and WorldCom, sees a beacon of hope in companies in which profits and values coexist." —David Wessel, Deputy Washington Bureau Chief & Capital columnist, *Wall Street Journal*

“Marc Gunther’s *Faith and Fortune* is a book of hope. It offers the opportunity to open your mind and your heart in your pursuit of a meaningful life. Its well-drawn examples will deepen your ability to see how leaders can use business as a force that creates true personal wealth and public prosperity.” —Dr. Mark S. Albion, author of *Making a Life, Making a Living*

“With the keen eye of a seasoned business writer and the gentle confidence of a trusted storyteller, Marc Gunther masterfully provides an insider’s view into the faith-at-work movement—the quiet revolution that is transforming corporate America. After reading *Faith and Fortune*, you can’t help but wonder, now why can’t I do that in my organization?” —Dr. David W. Miller, executive director of the Yale Center for Faith & Culture, and the former president of the Avodah Institute

“*Faith and Fortune* offers hope that there is a better way than business as usual. Marc Gunther clearly illustrates that by linking corporate values to personal values; the business leaders profiled in this book have created ...

Users Review

From reader reviews:

Douglas Whatley:

The guide untitled Faith and Fortune: The Quiet Revolution to Reform American Business is the reserve that recommended to you you just read. You can see the quality of the reserve content that will be shown to anyone. The language that author use to explained their ideas are easily to understand. The writer was did a lot of exploration when write the book, and so the information that they share to you personally is absolutely accurate. You also might get the e-book of Faith and Fortune: The Quiet Revolution to Reform American Business from the publisher to make you more enjoy free time.

Jeremy Bedford:

The publication with title Faith and Fortune: The Quiet Revolution to Reform American Business contains a lot of information that you can understand it. You can get a lot of gain after read this book. This particular book exist new information the information that exist in this publication represented the condition of the world today. That is important to yo7u to find out how the improvement of the world. That book will bring you inside new era of the the positive effect. You can read the e-book with your smart phone, so you can read this anywhere you want.

Martin Kelley:

Faith and Fortune: The Quiet Revolution to Reform American Business can be one of your starter books that are good idea. Most of us recommend that straight away because this guide has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The article writer giving his/her effort to set every word into satisfaction arrangement in writing Faith and Fortune: The Quiet Revolution to Reform American Business yet doesn't forget the main point, giving the reader the hottest as well as based confirm resource facts that maybe you can be one among it. This great information can easily drawn you into completely new stage of crucial contemplating.

Rubin Bourne:

Is it you who having spare time after that spend it whole day simply by watching television programs or just lying on the bed? Do you need something new? This Faith and Fortune: The Quiet Revolution to Reform American Business can be the respond to, oh how comes? A fresh book you know. You are consequently out of date, spending your spare time by reading in this fresh era is common not a geek activity. So what these ebooks have than the others?

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