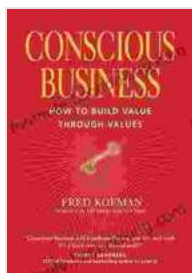# Conscious Business: How to Build Value Through Values

In today's competitive business environment, it's more important than ever to find ways to stand out from the crowd. One way to do this is to build a business that is driven by values. A values-driven business is one that makes decisions based on its core values, rather than solely on financial considerations. This type of business is more likely to be successful in the long run, because it has a strong foundation that is based on something more than just profit.

Conscious Business: How to Build Value Through Values by Fred Kofman

★★★★☆ 4.7 out of 5

Language	: English
File size	: 1980 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 364 pages

FREE DOWNLOAD E-BOOK

Conscious Business is a book that shows businesses how to build value through values. It provides a framework for businesses to use to create a more sustainable and profitable business. The book is divided into three parts:

1. **The Value of Values**

2. **The Conscious Business Framework**

3. **Putting It All Together**

The Value of Values

The first part of the book discusses the value of values. It explains why values are important for businesses and how they can help businesses to achieve their goals. The book also provides a number of examples of businesses that have successfully used values to drive their success.

The Conscious Business Framework

The second part of the book introduces the Conscious Business Framework. This framework is a step-by-step guide that businesses can use to create a more sustainable and profitable business. The framework includes the following steps:

1. **Define your core values**

2. **Create a values-based mission statement**

3. **Develop a values-based strategy**

4. **Implement your values-based strategy**

5. **Measure your progress**

Putting It All Together

The third part of the book provides a number of case studies of businesses that have successfully used the Conscious Business Framework. These case studies show how businesses can use values to drive their success, regardless of their industry or size.

Conscious Business is a valuable resource for any business that is looking to build value through values. The book provides a clear and concise framework that businesses can use to create a more sustainable and profitable business.

About the Author

Fred Kofman is a business consultant, author, and speaker. He is the founder of the Conscious Business Center, a non-profit organization that helps businesses to build value through values. Kofman has written several books on conscious business, including Conscious Business: How to Build Value Through Values and The Meaning of Work: A Quest for Fulfillment.
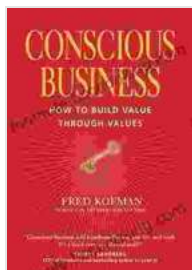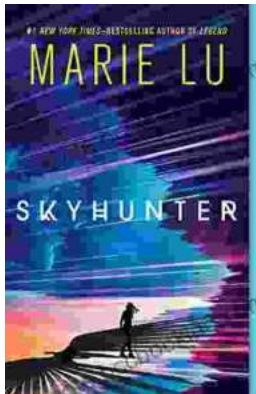
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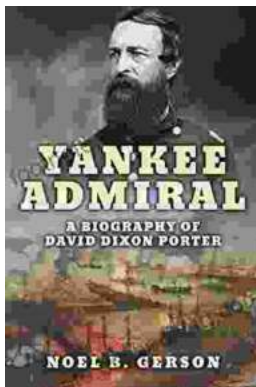
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