



Give Your Business a Heart (Collection)

Dev Patnaik, Jagdish N. Sheth, Rajendra Sisodia, David Wolfe

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Wired to Care: How Companies Prosper When They Create Widespread Empathy, first edition, explains how companies can challenge themselves to meet their customers more than halfway. The author's original approach walks helps readers shift their thinking and their companies' thinking beyond the borders of the organization. The author begins by having the reader explore their own mental models and maps; explores how size and distance have disconnected companies from their true customers; shows how we are wired to care in our brains; and provides a way for companies to drive growth by understanding this truth about their customers: We are them, and they are us.

Today's best companies get it. From retail to finance and industries in between, the organizations who recognize that doing good is good business are becoming the ultimate value creators. They're changing their culture and generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's simply politically correct, because it's the only path to long-term competitive advantage.

These are the *Firms of Endearment*. Companies people love doing business with, working for and collaborating with as partners. Since the publication of the First Edition, the concept of corporate social responsibility has become embraced as a valid, important, and profitable business model. It is a trend that has transformed the workplace and corporate world. This Second Edition updates the examples, cases, and applications from the original edition, giving readers insight into how this hallmark of the modern organization is practiced today.

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