

## **Firms of Endearment: How World-Class Companies Profit from Passion and Purpose**

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Firms of Endearment: How World Class Companies Profit from Passion and Purpose draws from an extensive research study looking for companies that focused on endearing themselves to their customers, employees, suppliers, communities, and [hecfran-modelismo.com](http://hecfran-modelismo.com)s: Firms of Endearment: How World-Class Companies Profit from Passion and Purpose out of 5 based on 0 ratings. 2 reviews/5(2).

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Firms of endearment is a book about these new rules that are transforming businesses from the inside out Today's greatest companies are fueled by passion and purpose, not cash. They earn large profits by helping all thier stakeholders thrive: customers, investors, employees, partners, communities, and society. Firms of Endearment had its origins in discussions among the authors about writing a book on the topic of how marketing has lost its way, consuming ever-more resources but delivering less in terms of customer satisfaction and loyalty. Firms of Endearment: How World-Class Companies PROFIT from Passion and Purpose, by Raj Sisodia, David Wolfe, Jag Sheth. Brief account of the book. The book is based on two rounds of research undertaken by the authors in collaboration with their MBA students.

Firms of Endearment: How World-Class Companies Profit from Passion and Purpose Rajendra Sisodia, David Wolfe, Jagdish N. Sheth Pearson Prentice Hall, Jan 30, - Business & Economics - pages4/5(6). Firms of Endearment How World-Class Companies Profit from Passion and Purpose Second Edition Raj Sisodia Jag Sheth David Wolfe \_Book [hecfran-modelismo.com](http://hecfran-modelismo.com) iii 1/9/14 PM.

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