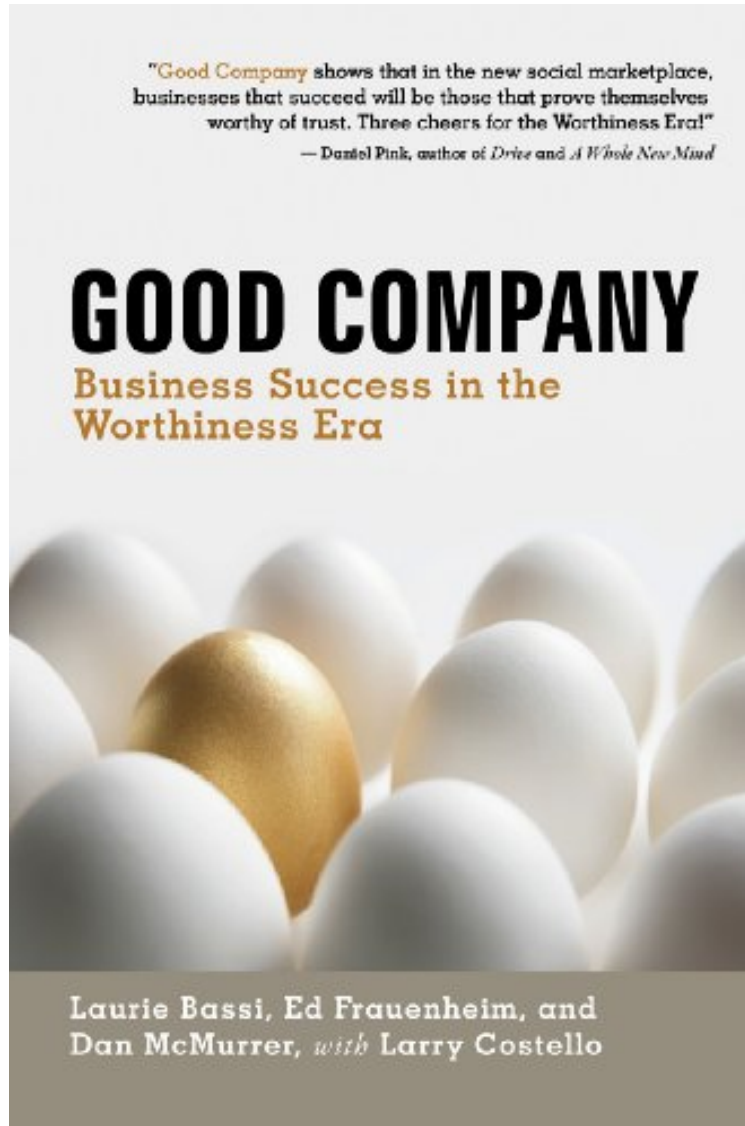


(Free) Good Company: Business Success in the Worthiness Era

Good Company: Business Success in the Worthiness Era

Laurie Bassi, Ed Frauenheim, Dan McMurrer
ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#1502810 in eBooks 2011-09-06 2011-08-05 File Name: B005ESWA42 | File size: 47.Mb

Laurie Bassi, Ed Frauenheim, Dan McMurrer : Good Company: Business Success in the Worthiness Era before purchasing it in order to gauge whether or not it would be worth my time, and all praised Good Company: Business Success in the Worthiness Era:

1 of 1 people found the following review helpful. Good Company is GreatBy Karen NGood Company is a book whose time has come. Laurie Bassi and her co-authors do a masterful job of defining good companies supporting their thesis that good companies are also high performing companies and supporting their conclusions with some serious analytical horsepower. Their thesis is disarmingly simple. Because of changes in technology, economics, politics, and society we have entered the "worthiness era", a time in which employees, customers, and communities are demanding

that the companies with which they do business measure up to higher standards. Consumer desires for an experience in addition to a purchase drive companies to treat their consumers better. The global economic meltdown has forced employees to rank job security more highly on their list of important employment factors, and make job decisions accordingly. And of course technology has enabled us to share thoughts, experiences, and frustrations instantly. Going viral has nothing to do with catching a cold these days. The kicker is this: companies that do measure up in terms of worthiness perform better on financial criteria than others. This is the important finding in their book. Being a good company pays off financially. Goodness does not detract from the bottom line. It adds to it. Bassi and her associates identify three factors that make a company good (or not): (1) how well the company treats employees, (2) how well the company treats customers and (3) how well the company treats the environment and the communities in which it operates. They measure the Fortune 100 companies on each of these three factors and develop grades, from A to F, for each company on each factor. I guess Laurie's history as a college professor is still with her! This book adds value in at least three ways. First, and most importantly, the authors demonstrate that companies with better goodness grades outperform those with worse grades in the stock market. In other words, two companies in the same industry, say Exxon Mobil and Chevron, will have predictable differences in their stock prices, based on their goodness grades. The higher the grades, the better the stock market performance. This is groundbreaking. It reinforces the conclusion that doing good and doing well go hand in hand. Second, their work takes into account large-scale social trends which, collectively, have ushered in a different environment for business. The Occupy Wall Street movement is a manifestation of their thesis that companies can no longer treat their customers, communities, and employees without respect and expect to get away with it. From globalization to the rising political power of historically disenfranchised people around the world (e.g. the Arab Spring movements) to social networking, mega-trends are changing the way we communicate, participate, and purchase. Companies that ignore these trends do so at their peril. Finally, Bassi and her colleagues take great care to identify interesting and in most cases publicly available data with which to measure the goodness of companies on each of the three factors. Their book is not based on expert opinion or on telephone surveys. It is based on data from hundreds of thousands of people who have registered their views with organizations such as glassdoor.com and wRatings in addition to more traditional measures such as the Fortune 100 Best Places to Work. They use sophisticated analytical techniques to grade each company on each criterion so that we may have some confidence that their ratings are not going to change overnight. Of course the book is also full of practical examples of companies, good and not-so-good, for those of us who look for examples and justifications. Their work is meticulously documented yet highly readable. The book will be valuable to anybody who cares about worthy treatment of customers, employees, and communities.

2 of 2 people found the following review helpful. Groundreaking challenge for management
By Les Pickett
Good Company issues a challenge for executive management in both the private and public sectors. The combination of economic, social and political forces are leading us into new territory which the authors have dubbed the Worthiness Era. Good Company is a well researched book and provides an excellent vehicle for corporate debate about future directions and what should be the most effective criteria for measuring and evaluating enterprise results in the tomorrow's competitive global world of trade and business. Easy to read with some interesting insights into some of our leading organisations. A breath of fresh (clean) air. Well worth a read.

1 of 1 people found the following review helpful. Good Company - a good way to make more money
By Carl Richie
They made the subject interesting by describing what it takes to become "worthy" and why that's important - better profits, better morale, better environment! Even during the current "Great Recession"! A surprising answer! And their research was very extensive as to be fair. Book is a worthwhile read.

We're losing patience with bad companies. We're fed up with the greed of Goldman Sachs, sickened by BP's pollution, tired of tainted food, tightfisted employers, and phony "corporate social responsibility." And Laurie Bassi and her co-authors have news: the "bad boy" days are over. We're at the dawn of the Worthiness Era, when doing the right thing is no longer optional--it's the key to success. And they've got the data to prove it. Good Company lays out the convergence of social, economic, and political forces-- ranging from the explosion of online information sharing to the emergence of the ethical consumer and the rapid expansion of the green market--that are ushering in this new era. Moreover, the authors prove the connection between good corporate behavior and the bottom line with their Good Company Index. Using publicly available information as well as original research, the Good Company Index evaluates each of the Fortune 100 companies as an employer, seller, and steward and then gives it a final grade. Among the surprising findings: only two Fortune 100 companies get an A, while a number of highly respected companies get a C or worse. Overall, companies in the same industry with higher rankings on the index consistently outperform their competitors. And this is not some academic exercise: the authors have used the principles of the index at their own investment firm to deliver market-beating results. Using a host of real-world examples Bassi and company carefully explain each aspect of corporate worthiness, offering companies a guide to what it now takes to win customer loyalty. Good Company moves the debate about corporate citizenship from the realm of faith to the realm of facts, showing it's no longer a question of ethics or virtue: it's a matter of survival.

About the Author Laurie Bassi is an economist and expert in human capital analytics. She is CEO of McBassi Company, a consulting firm that applies Good Company concepts to help businesses improve their results. Bassi also chairs Bassi Investments, which invests in companies that make significant investments in their people. She holds a Ph.D. in economics from Princeton University and spent the early years of her career as a tenured professor of economics at Georgetown University. She is the author of over 80 published papers, including two articles in Harvard Business Review. Ed Frauenheim is a journalist with 15 years of experience writing about topics including technology, work, business, and education. He has written for CNET News.com, the Oakland Tribune, Salon.com, and Wired magazine. He currently is Senior Editor at Workforce Management magazine. Dan McMurrin is the chief analyst at McBassi Company and chief research officer at Bassi Investments. Prior to cofounding McBassi Company, Dan worked in research positions at the Urban Institute, Saba Software, the American Society for Training and Development, and the U.S. Department of Labor. Lawrence Costello is the founder of consulting firm The Lawrence Bradford Group. Previously he held top management positions at Campbell Soup Company, PepsiCo, Frito-Lay, and American Standard.