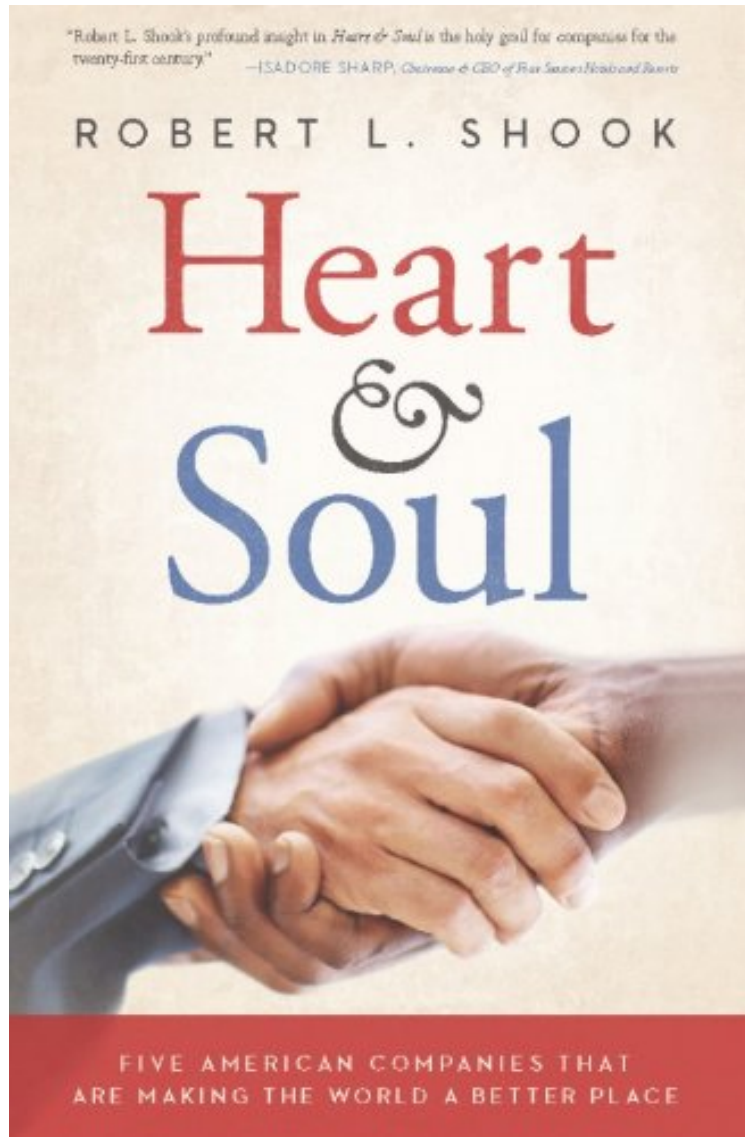


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Heart Soul: Five American Companies That Are Making the World A Better Place

Robert L. Shook

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Robert L. Shook : Heart Soul: Five American Companies That Are Making the World A Better Place before purchasing it in order to gauge whether or not it would be worth my time, and all praised Heart Soul: Five American Companies That Are Making the World A Better Place:

3 of 3 people found the following review helpful. Heart SoulBy elhodesI was so excited to learn that my "Village" (we call our company the "Village" and our CEO is the "Mayor") DaVita, was one of the 5 companies featured in this book. I thought the history was great. I learned more about the beginning days when K.T. (Kent Thiry, our Mayor)

was hired and why. It is a chance for those reading this book to learn that there are still companies out there who set their goals at helping people and because they did it the right way, they are now highly profitable companies. I have been proud to be a DaVita employee and this made me feel even prouder. Thank you, Mr. Shook for recognizing my "Village".

2 of 2 people found the following review helpful. Heart and Soul-- Businesses That Stand Out By Karen Putz/ @AgelessPassions This was the first book that I read by author Robert Shook. In "Heart and Soul", Shook showcases five companies that put people first, and operate on a set of principles. The five companies are Mary Kay, Davita, Inreturn, Starkey Labs and World Wide Technology. I was especially interested in Starkey Labs, a company that makes and distributes hearing aids. Bill Austin is known as a very generous man with a heart of gold, so I enjoyed learning about his company and the wonderful things they do for those who benefit from hearing aids. If you run a company or business today, "Heart and Soul" is a book that will make you examine how you run your company and determine if your company has heart and soul in its daily operations. Companies with heart and soul contribute to the greater good in our world.

3 of 3 people found the following review helpful. A Much Needed Business Model By ---- Herbert R. Brown Robert L. Shook has assembled a collection of five American companies and has written extensive essays about the things they do that make them outstanding corporate citizens as well as successful enterprises. And because these companies are caring, they win the long term loyalty of customers and employees. It's a manual aimed right at the heart of the business model that is so focused on the bottom line that it neglects the best interests of customers and employees. The book illustrates how doing good for others is not only the right thing to do but great for business. It should be required reading at every business school.

In Heart Soul, Shook takes readers on heartwarming journeys through some of America's most successful companies:

- Mary Kay (Dallas), whose primary focus has always been to be a vehicle for women's success and independence in a world that often supports neither; the company now has more than 2 million women working toward their dreams in 37 countries
- DaVita (Los Angeles/Denver), dedicated to becoming the world's best dialysis company. America's number-one provider of dialysis treatment, DaVita treats its patients and employees like family members.
- InRETURN (Cincinnati), a company that intentionally employs those with brain injuries and other neurological challenges
- World Wide Technology (St. Louis), the largest African-American-owned business in the nation, which thrives on biblical principles of fairness and caring
- Starkey Laboratories (St. Paul/Minneapolis), whose employees travel to remote places to provide more than 50,000 hearing aids to the poor

To the employees of these companies, success is measured by the good they accomplish in the world. However, profiting and caring aren't mutually exclusive; these companies demonstrate how any company of any size can do both.

"Robert Shook's profound insight in Heart Soul is the holy grail for companies for the 21st century." —Isadore Sharp, Chairman CEO of Four Seasons Hotels and Resorts