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Humanistic Business: Profit through People with Passion and Purpose

Todd Hutchison, Carl Lyons, Gary de Rodriguez

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People increasingly want to support businesses that operate with a moral code; businesses they know, like and trust. The global trend for 'conscious' business has become increasingly important with the palpable shift away from companies, organisations or governments that act unethically. 'Humanistic businesses' are people-focused and conscious of their obligations towards offering value and building positive relationships with all of their stakeholders.

This is the first practical book to reveal how to create a humanistic business, which promises higher profit, greater staff retention and more satisfied customers. This book shows how humanistic businesses become leaders by creating and promoting trust and authenticity and become popular with loyal staff and clients by designing a unique user experience. It explains why ethical companies are succeeding as they create an environment that customers want to be in, staff members want to work in, and suppliers want to be engaged with. Doing the right thing has never been more profitable.

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