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What Good Is Positive Business?

WHAT GOOD IS **POSITIVE** BUSINESS?



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Synopsis

What good is positive business? Quite a bit when you realize how organizations like Google, Starbucks and Southwest Airlines have carved out a sustainable competitive advantage by unleashing the potential of their people. By drawing on the learnings of the great business thinkers and leading positive psychologists of our time, Robert Dauman and Michelle McQuaid expose the secrets of these organizations and propose a new theory of business - Theory P - to argue that:

1. Unleashing your people's potential unlocks peak performance within an organization and is the only enduring source of competitive advantage. People thrive, individually and collectively, when they have the right balance of positive emotions, positive engagement, positive meaning and - most importantly - positive relationships in their lives.
2. It is the responsibility of leaders to establish the social legitimacy of an organization to do well by doing good for the employees, the organization and society.
3. The essential task of leaders is to establish, ensure and extend trust as the glue for the realization of the organization's values, vision and mission.

Find out how organizations around the world are already applying the principles of Theory P to their businesses and the results that they are reaping so that you can learn how to put these advantages to work in your own organization.

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Customer Reviews

Wow! Very powerful -- not only for the seasoned employee or well established organization -- but for the new generation of socially minded young people about to enter or just having entered the workforce. It turns the traditional idea of success on its head! I'm recommending this read to my colleagues and my children. Well done.

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