

Mackey, John. Conscious capitalism: liberating the heroic spirit of business, by John Mackey and Raj Sisodia. Harvard Business Review Press, 2013. 344p index afp ISBN 9781422144206, \$27.00

Conscious Capitalism is a book, but it is also the name of a nonprofit organization <<http://www.consciouscapitalism.org/>>--perhaps even an ashram somewhere dedicated to being a paean for free-market capitalism. As Jerry Seinfeld would have said, and this reviewer would concur, not that there is anything wrong with that. In fact, there is a lot to be said for it, and the volume's subtitle, Liberating the Heroic Spirit of Business, certainly conveys that unabashedly pro-business message. Whole Foods cofounder and CEO Mackey and marketing professor Sisodia (Bentley Univ.) have teamed up to produce a feel-good, how-to volume for "with it" (or wannabe) business leaders, entrepreneurs, and investors. Eighteen stand-alone chapters grouped in four sections or tenets--"Higher Purpose," "Stakeholder Integration," "Conscious Leadership," and "Conscious Culture and Management"--spread the gospel about how to develop a prosperous business that also benefits society. The book contains many examples of successful companies that employ these tenets in their business operations, e.g., Southwest Airlines, Google, Patagonia, and UPS. Decent notes and index. Summing Up: Recommended. General readers and practitioners.