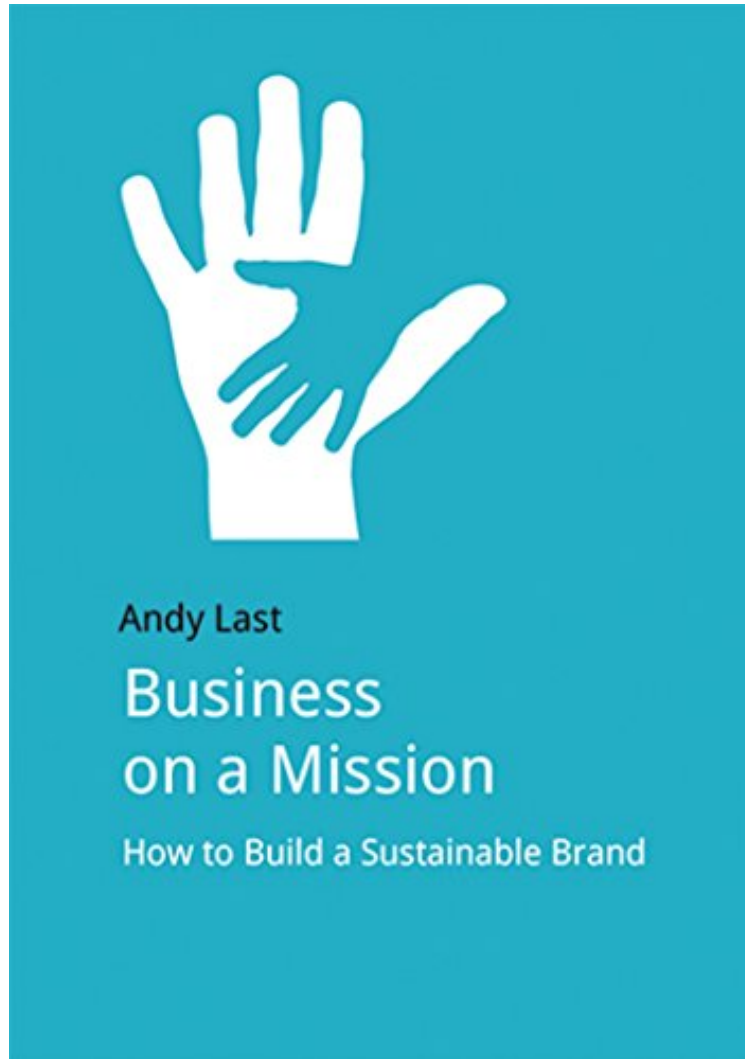


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Business on a Mission

Andy Last

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Andy Last : Business on a Mission before purchasing it in order to gage whether or not it would be worth my time, and all praised Business on a Mission:

This easy-to-read and engaging book is the perfect introduction to how to build a sustainable brand for your organization. Intended as a roadmap that can be readily applied by busy managers and practitioners, the book includes interviews with business leaders, including Paul Polman of Unilever, Adam Elman of Marks Spencer, and Jonas Prising of ManpowerGroup to provide insight into best practice and clear guidance for implementation. Throughout, the book avoids jargon and theorizing to ensure readability. Business on a Mission is based on more than a decade working with some of the first businesses to develop social missions and shows the foundations behind their success.

It looks at how businesses can profit from working hand in hand with society and identifies a model for success. The book demonstrates how businesses can go from hiding behind *social shields* to picking up *social swords*; and presents the six criteria to look for in assessing a social mission. It also focuses on how good communications can build trust and bring about positive change; and it provides clear ways to engage employees and improve productivity as well as *rules* for communicating social missions externally.