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**Leading Conversations**  
**Friday at 10 AM Pacific**  
June 12th 2009: **The Business of Doing Good**

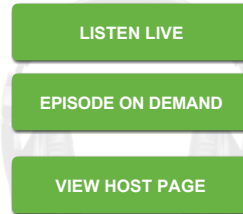
Cheryl Esposito welcomes Michael Strong, CEO and Chief Visionary Officer of FLOW, a nonprofit dedicated to Liberating the Entrepreneurial Spirit for Good. In his book, *Be the Solution: How Entrepreneurs & Conscious Capitalists Can Solve All the Worlds Problems*, Michael poses these questions: What if the distinction between business & doing good vanished? If all those who engaged in business were committed to a deeper purpose, & all those committed to doing good were entrepreneurial and enterprising? What would it take for a world of seven billion people to solve all the world's problems? Our c

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#### Featured Guest



#### Michael Strong

Michael Strong, CEO and Chief Visionary Officer of FLOW, a nonprofit dedicated to Liberating the Entrepreneurial Spirit for Good. In his book, *Be the Solution: How Entrepreneurs & Conscious Capitalists Can Solve All the Worlds Problems*, Michael poses these questions: What if the distinction between business & doing good vanished? If all those who engaged in business were committed to a deeper purpose, & all those committed to doing good were entrepreneurial and enterprising? What would it take for a world of seven billion people to solve all the world's problems? Our capacity to think has been "schooled" out of us. We need a radical shift of our education system to produce critical thinkers,

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