

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a Member for Free!



Leading Conversations Friday at 10 AM Pacific

August 09th 2013: **The Rising Tide: Conscious Capitalism**

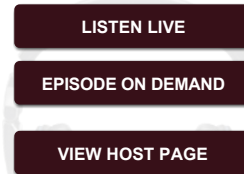
Cheryl Esposito welcomes Dr. Raj Sisodia, author of *Firms of Endearment: How World Class Companies Profit from Passion & Purpose*; and *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Raj is co-founder and co-chairman of Conscious Capitalism Inc. Raj Sisodia is passionate about making the world a better place through business. As a professor of marketing he saw a disturbing trend: companies were spending more money on marketing than ever before, yet customer satisfaction, loyalty, & trust were on a downward trajectory. Some companies were bucking this trend. Raj ask

[Read more](#)



Tune in

Friday at 10 AM Pacific Time on
VoiceAmerica Business Channel



Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5790
Int: 001-480-398-3352

Featured Guest



Dr. Raj Sisodia

Dr. Raj Sisodia, author of *Firms of Endearment: How World Class Companies Profit from Passion & Purpose*; and *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Raj is co-founder and co-chairman of Conscious Capitalism Inc. Raj Sisodia is passionate about making the world a better place through business. As a professor of marketing he saw a disturbing trend: companies were spending more money on marketing than ever before, yet customer satisfaction, loyalty, & trust were on a downward trajectory. Some companies were bucking this trend. Raj asked: what value is being created here - and for whom? Raj sees a need for change in business models. The rise of feminine values of

[Read more](#)

Share This Episode



Connect with VoiceAmerica

Download our mobile apps

