

Conscious Capitalism: Liberating the Heroic Spirit of Business by John Mackey & Rajendra Sisodia



Review by: Morgan Peretti

In John Mackey's book, *Conscious Capitalism*, Mackey illustrates four tenets that drive business to be conscious, in other words, "business that is more conscious of its higher purpose, its impacts on the world and the relationships it has with various constituencies and stakeholder"(pp32-33).

Mackey walks through the four tenets that make a business conscious: higher purpose, stakeholder integration, conscious leadership and conscious culture, while providing examples from Whole Foods Market as well as other conscious and less-mindful companies. Though Mackey highlights Whole Foods Market's successes, he candidly sheds light on its shortfalls as well.

Apart from offering examples from his own experience, Mackey also offers a road map to other companies and leaders that wish increase their awareness.

This is a different kind of book on business. While it still includes aspects of economic strategy and partnerships, Mackey focuses on the macro, interconnected, and spiritual aspects of business that are rarely talked about in conventional economics literature. Though this strategy hasn't been the industry standard, through the success of John Mackey and Whole Foods Market, we can see that it is not only possible but also advantageous to create a successful business through conscious capitalism.