



CAROL SANFORD

author. speaker. consultant.

" [The Responsible Business] provides a

A ROAD MAP that can help INNOVATIVE BUSINESSES

think about how to be truly transformational."

— Sam Ford, Fast Company Expert Blogger, Director, Peppercom



ABOUT CAROL SANFORD

author. speaker. consultant.

Carol Sanford is on a mission to create a better world, and she believes that business can and will play a major role in accomplishing that.

To that end, Carol has been leading major consulting change efforts in both Fortune 500 and new-economy businesses for more than 30 years. Central to Carol's philosophy and approach is a fresh look at what makes an organization truly responsible.

Carol has published dozens of works in 10 languages, including a series of articles in *Executive Excellence*, Stephen Covey's newsletter and *At Work*, a Berrett-Koehler Journal.



Her new book is about the future of business and is changing the conversation about responsibility.

Jossey-Bass will release her highly anticipated book *The Responsible Business: Reimagining Sustainability and Success* in March 2011.

"The way of **thinking about running a business** offered in *The Responsible Business* is critical for **re-imagining the future of business.**"

— **Chad Holliday**, Chairman, Bank of America (2010), Former Chairman and CEO, E.I. DuPont Corporation

"Essential reading for leaders wanting a system framework for Sustainability and Business Success! **Carol Sanford offers us a proven, practical and systems based approach** that integrates five stakeholder groups into a business system working as an integral whole."

— **Otto Scharmer**, MIT Sloan School Senior Lecturer, Author, *Theory U: Leading from the Future as it Emerges*; Co-author of *Presence*

***The Responsible Business:
Reimagining Sustainability and Success***
Coming March 2011

Pre-order now at Amazon.com
Also available at Powell's, Borders
and other fine book stores.