



True to Yourself: Leading a Values-Based Business (Social Venture Network Series)

Mark Albion

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How do you build the kind of company you've always wanted to work in--one that serves people and the planet while being financially successful, too? What do you do when you believe that business should serve the common good, but everyday business pressures--meeting payroll, battling competition, keeping customers and investors happy--are at a fever pitch? Leading a small business when you measure success more broadly than with a single financial bottom line is no easy task. True to Yourself is a practical guide to doing just that. It provides tools you can use to combine profit with purpose, margin with mission, value with values.

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