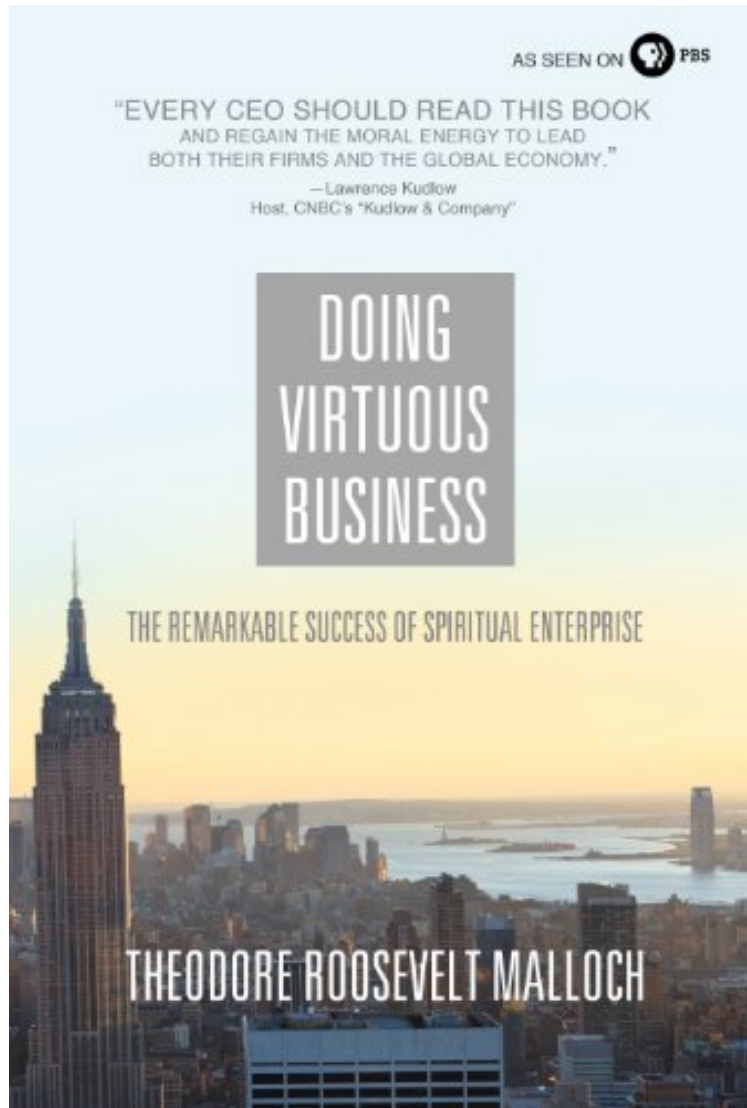


[Download] Doing Virtuous Business: The Remarkable Success of Spiritual Enterprise

## Doing Virtuous Business: The Remarkable Success of Spiritual Enterprise

*Theodore Roosevelt Malloch*

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Can the concept of "Spiritual Capital" actually ensure a company's success? Critics of capitalism view big businesses as insatiable masters of the universe with little regard for the public. They label those who create wealth as greedy, malicious, and unscrupulous. Doing Virtuous Business answers these charges head-on. In this insightful and original book, Theodore Roosevelt Malloch presents the bold idea that the creation of wealth by virtuous means is the most important thing that can be done for society. Doing Virtuous Business explains the true purpose of business and illuminates the connection between a free economy and religious liberty. Drawing from the notion of "social capital," which has been developed by generations of scholars, Malloch adds the concept of "spiritual capital" as a foundation for social progress and also a necessity for responsible and successful enterprise. He details the virtues that sustain a business and a free market—virtues that build up a network of trust, which is critical to the global economy. Malloch reveals that a company's soul determines its "spiritual capital," an equally imperative foundation to success. From Wal-Mart to IBM, Malloch demonstrates how companies that operate on ethical models informed by spiritual traditions have outperformed their competitors. This book is a welcome moral defense of free enterprise and a sensible guide for achieving the ideal of virtuous business.

"Every CEO should [listen to] this book and regain the moral energy to lead both their firms and the global economy." ---Lawrence Kudlow, Host CNBC's Kudlow Company About the Author Theodore Roosevelt Malloch is chairman and CEO of the Roosevelt Group, a strategy firm, and the author or coauthor of a number of books, including Being Generous and Renewing American Culture. Pete Larkin is an AudioFile Earphones Award winner and a 2014 Audie Award finalist. He was the public address announcer for the New York Mets from 1988 to 1993. An award-winning on-camera host, Pete has worked on many industrial films and has done hundreds of commercials, promos, and narrations.