

Both a personal odyssey and a practical blueprint for new management strategies, *The Soul Of A Business* shows how to re-shape a business to manage for the common good: the good of the company, the good of the employees, and the ultimate good of the community that company serves. Tom Chappell, eco-entrepreneur and co-founder of Toms of Maine (the leading producer of environmentally-friendly personal care products in America) used his personal quest for meaning as a springboard for a new management style that emphasizes spiritual values as the basis for real commercial success. Chappell and his company have proven that working people at every level can realize personal values and meaning in their jobs without compromising excellence, and competitiveness.

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