

SAVING THE WORLD AT WORK

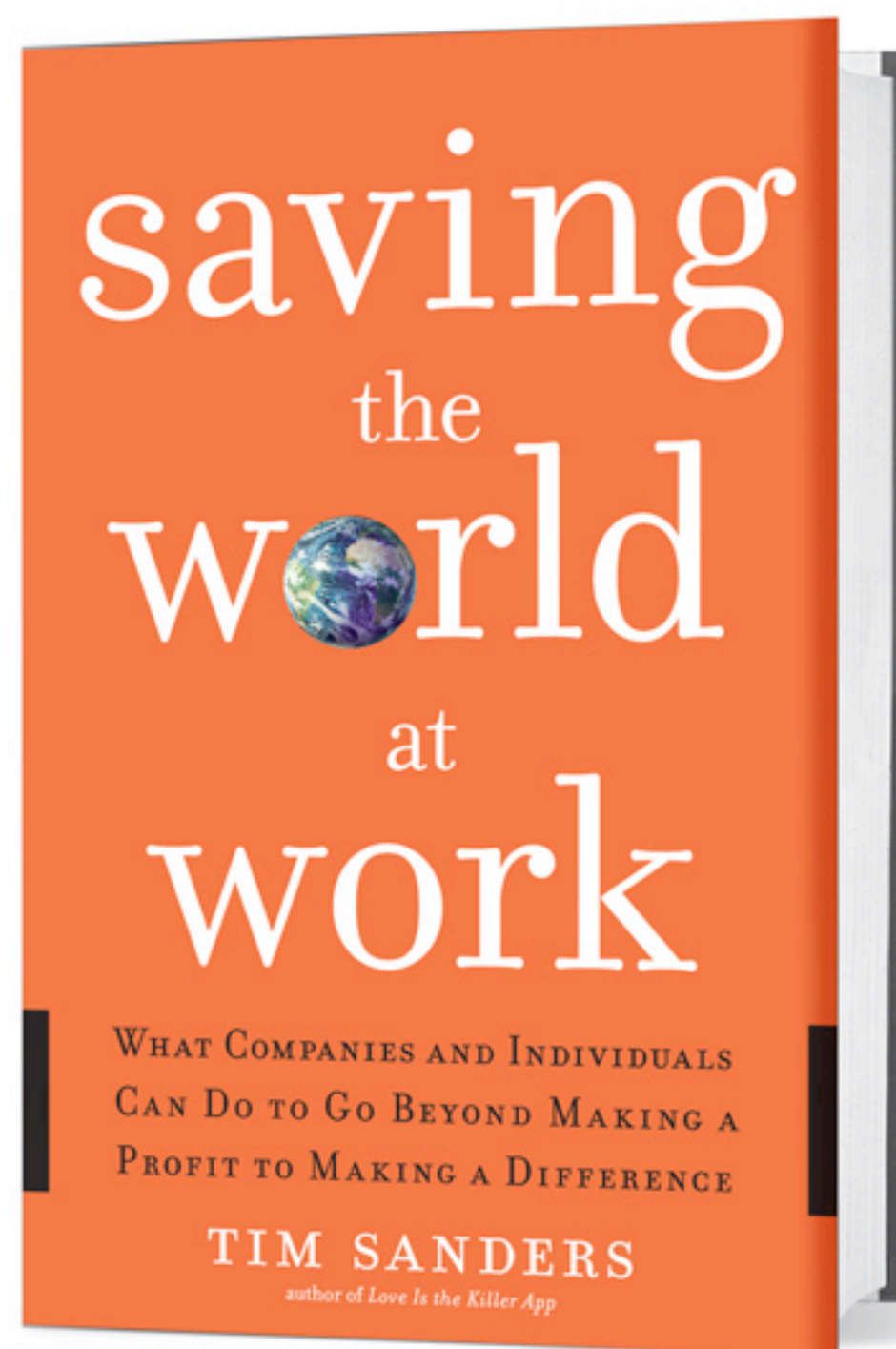
What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference

What bestselling author Tim Sanders calls a "responsibility revolution" is shaking up corporate America. In this provocative and insightful book, Sanders reveals why companies must go beyond making a profit and start making a difference.

Today, customers, employees, and investors are demanding that companies focus on their social responsibilities—not just their bottom lines. Sixty-five percent of American consumers say they would change to brands associated with a good cause if price and quality are equal; 66 percent of recent college graduates will not work for companies with poor social values. And more than sixty million people are willing to pay a premium for socially and environmentally responsible products. Businesses that do not take this revolution into account are putting their companies at risk.

In the first part of *SAVING THE WORLD AT WORK*, Tim Sanders argues that the revolution is already underway, changing the business landscape as it relates to customer loyalty and the war for talent. In part two, he offers concrete suggestions on how all of us can help our companies buy and live locally, become "greener" in their day-to-day operations, and give back to their communities.

Drawing on extensive interviews with hundreds of employees and CEOs, and illuminated by countless stories of people who are making a difference in the workplace and in the world, Sanders offers practical advice every individual and company can use to make the world a better place now and in the future.



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TIM SANDERS is the author of *Love Is the Killer App* and a top speaker on the lecture circuit. He was the chief solutions officer at Yahoo!, Inc. from 2001 to 2005, where he worked on next-generation business strategies. He has been featured in *Time* and *USA TODAY*, and has appeared on *Today*, *CNN*, *Fox and Friends*, *Tucker Carlson*, and on national radio. He lives in Los Angeles, California.



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