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Humanistic companies—or firms of endearment (FoEs)—seek to maximize their value to society as a whole, not just to their shareholders. They are the ultimate value creators: They create emotional value, experiential value, social value, and of course, financial value.

Firms of Endearment: How World Class Companies Profit from Passion and Purpose draws from an extensive research study looking for companies that focused on endearing themselves to their customers, employees, suppliers, communities, and shareholders. These FoEs are driven by “aligning the interests of all in such a way that no stakeholder group gains at the expense of other stakeholder groups; rather, they all prosper together.”

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A firm of endearment, or purpose-driven company, aligns stakeholder interests with business strategy and acts in positive ways that stakeholders recognize, admire and, in many cases, love. The book, " Firms of Endearment ," outlines eight rules to create such a company — one that is not only successful, but has the real potential to change the world.

Firms of Endearment is a paean to leaders driven by a strong sense of connectivity to their fellow beings. It celebrates leaders who leverage their humanness by inspiring others to join them in making the world a better place. A few years ago, Timberland CEO Jeffrey Swartz accepted a friend’s invitation to spend a half a day in a teen halfway house.

What Is a Firm of Endearment? Consider the words affection, love, joy, authenticity, empathy, compassion, soulfulness, and other terms of endearment. Until recently, such words had no place in business. That is changing. Today, a growing number of companies comfortably embrace such terms.

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