

# **THE RESPONSIBILITY REVOLUTION**

**HOW THE NEXT GENERATION OF  
BUSINESSES WILL WIN**

Jeffrey Hollender

Bill Breen

 **JOSSEY-BASS**  
A Wiley Imprint  
[www.josseybass.com](http://www.josseybass.com)

# CONTENTS

<i>Foreword, by Peter M. Senge</i>	<i>xi</i>
<i>Preface: The Responsibility Revolution: Our Manifesto</i>	<i>xv</i>
<b>1</b> The Responsibility Revolution Takes Off	1
<b>2</b> The Company Takes on a Mission: “Doing Work That Matters” Matters Now More Than Ever	21
<b>3</b> Not a Company, But a Community: A Blueprint for Summoning People’s Potential	53
<b>4</b> Make It Transparent: In a See-Through World, It Doesn’t Pay to Be Opaque	79
<b>5</b> Authentically Good: Building the Mission into Every Part of the Business	107
<b>6</b> The Cooperative Company: Building Profits and Solving Problems Through Mass Collaboration	131
<b>7</b> Beyond Responsibility: The Case for Corporate Consciousness	159

<i>Epilogue</i>	181
<i>Notes</i>	185
<i>Acknowledgments</i>	201
<i>About the Authors</i>	205
<i>Index</i>	207