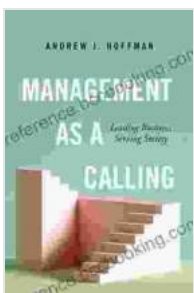


Management As Calling: Leading Business, Serving Society

In an era where businesses are under scrutiny for their environmental and social impact, *Management As Calling: Leading Business, Serving Society* offers a timely and thought-provoking examination of the role of business in society. Written by renowned management scholar and practitioner Jagdish Sheth, the book argues that businesses have a moral imperative to serve society and that this can be a source of competitive advantage.

Sheth begins by establishing the moral imperative of business. He argues that businesses are not simply economic entities but also social institutions that have a profound impact on society. As such, businesses have a responsibility to use their power and resources for the betterment of society.

Sheth cites several examples of how businesses can serve society. These include:



Management as a Calling: Leading Business, Serving Society by Andrew J. Hoffman

★★★★☆ 4.7 out of 5

Language : English
File size : 2354 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 192 pages



- Creating jobs and economic growth
- Providing products and services that meet the needs of society
- Investing in research and development to create new technologies and solutions
- Promoting environmental sustainability
- Supporting social causes and initiatives

Sheth argues that serving society can also be a source of competitive advantage for businesses. By meeting the needs of society, businesses can build strong customer relationships, attract and retain top talent, and enhance their reputation.

In addition, businesses that serve society are more likely to be resilient in the face of adversity. By aligning their interests with the interests of society, businesses can create a buffer against economic downturns and other challenges.

Management As Calling provides a roadmap for business leaders who want to lead their businesses in a way that serves society. Sheth outlines seven key principles that he believes are essential for this type of leadership:

1. **Purpose:** Businesses must have a clear purpose that goes beyond making a profit.
2. **Ethics:** Businesses must operate ethically and responsibly at all times.

3. **Stakeholders:** Businesses must consider the interests of all stakeholders, including customers, employees, suppliers, shareholders, and the community.
4. **Innovation:** Businesses must invest in innovation to create new products and services that meet the needs of society.
5. **Sustainability:** Businesses must operate in a sustainable way that minimizes their environmental impact.
6. **Social responsibility:** Businesses must take an active role in supporting social causes and initiatives.
7. **Leadership:** Business leaders must be role models for ethical and responsible behavior.

Management As Calling is a must-read for anyone who wants to understand the role of business in society. Sheth provides a compelling argument for why businesses must serve society and he offers a practical roadmap for how business leaders can put this into practice. By leading their businesses in a way that serves society, business leaders can create a more just and sustainable world.

Jagdish Sheth is a world-renowned management scholar and practitioner. He is the Charles H. Kellstadt Professor of Marketing at Emory University and the founder of the Sheth Foundation. Sheth has written over 30 books and 250 articles on marketing, management, and business ethics. He is a Fellow of the American Marketing Association and the Academy of Management.

Free Download your copy of Management As Calling today and learn how to lead your business in a way that serves society.



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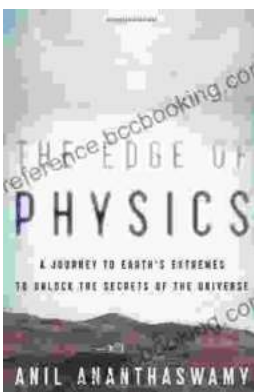
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