

The book was found

# What Good Is Positive Business?

## WHAT GOOD IS **POSITIVE** BUSINESS?



ROBERT W. DAUMAN (MAPP) &  
MICHELLE MCQUAID (MAPP)



## Synopsis

What good is positive business? Quite a bit when you realize how organizations like Google, Starbucks and Southwest Airlines have carved out a sustainable competitive advantage by unleashing the potential of their people. By drawing on the learnings of the great business thinkers and leading positive psychologists of our time, Robert Dauman and Michelle McQuaid expose the secrets of these organizations and propose a new theory of business - Theory P - to argue that:

1. Unleashing your people's potential unlocks peak performance within an organization and is the only enduring source of competitive advantage. People thrive, individually and collectively, when they have the right balance of positive emotions, positive engagement, positive meaning and - most importantly - positive relationships in their lives.
2. It is the responsibility of leaders to establish the social legitimacy of an organization to do well by doing good for the employees, the organization and society.
3. The essential task of leaders is to establish, ensure and extend trust as the glue for the realization of the organization's values, vision and mission.

Find out how organizations around the world are already applying the principles of Theory P to their businesses and the results that they are reaping so that you can learn how to put these advantages to work in your own organization.

## Book Information

File Size: 396 KB

Print Length: 97 pages

Simultaneous Device Usage: Unlimited

Publication Date: July 10, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B008K7QHL6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,415,675 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #76

in Books > Business & Money > Business Culture > Health & Stress #469 in Kindle Store >

Kindle eBooks > Business & Money > Organizational Behavior > Organizational Change #1218

## Customer Reviews

Wow! Very powerful -- not only for the seasoned employee or well established organization -- but for the new generation of socially minded young people about to enter or just having entered the workforce. It turns the traditional idea of success on its head! I'm recommending this read to my colleagues and my children. Well done.

[Download to continue reading...](#)

Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Positive Options for Living with Lupus: Self-Help and Treatment (Positive Options for Health) Chicken Soup for the Soul: Think Positive: 101 Inspirational Stories about Counting Your Blessings and Having a Positive Attitude I Am Positive: 31 Positive Affirmations For A Prosperous Soul (Negative Self Talk Book 4) What Good Is Positive Business? Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Good Vibes Coloring Book for GrownUps: A Motivational and Inspirational Coloring Book for Adults and Free Spirits Filled with Positive Affirmations Good to Great: Summarized for Busy People (Business, Good to Great) Good Deeds, Good Design: Community Service Through Architecture ORNAMENTALS Feel Good Words To-Go: 50 Portable Feel Good Words to Color and Bring Cheer (Volume 5) The School for Good and Evil: The School for Good and Evil, Book 1 Good Night Dump Truck (Good Night Our World) Good Night Planes (Good Night Our World) Good Night Trains (Good Night Our World) Good Night Vancouver (Good Night Our World) Good Night Chicago (Good Night Our World) Good Night Philadelphia (Good Night Our World) Good Night Lake (Good Night Our World) Good Good Father

[Dmca](#)