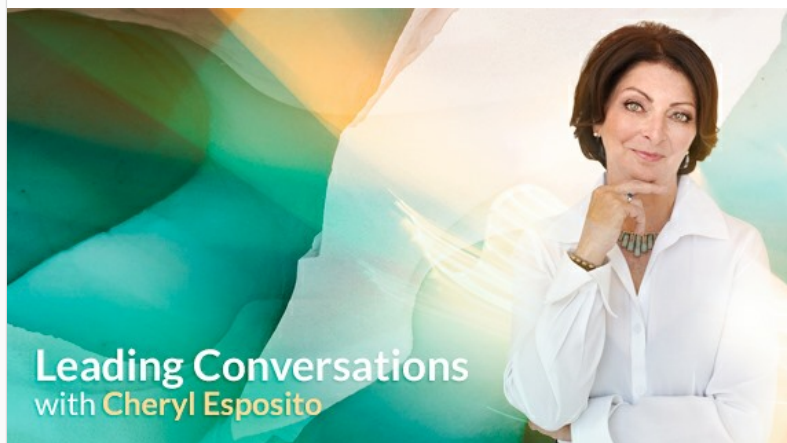


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The Rising Tide: Conscious Capitalism**

Cheryl Esposito welcomes Dr. Raj Sisodia, author of *Firms of Endearment: How World Class Companies Profit from Passion & Purpose*; and *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Raj is co-founder and co-chairman of Conscious Capitalism Inc. Raj Sisodia is passionate about making the world a better place through business. As a professor of marketing he saw a disturbing trend: companies were spending more money on marketing than ever before, yet customer satisfaction, loyalty, & trust were on a downward trajectory. Some companies were bucking this trend. Raj ask

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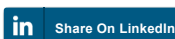


Dr. Raj Sisodia

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