

· ROLAND MARCHAND ·

# CREATING THE CORPORATE SOUL



THE RISE OF PUBLIC RELATIONS  
AND CORPORATE IMAGERY  
IN AMERICAN BIG BUSINESS

# Creating The Corporate Soul

**Richard Barrett**



## **Creating The Corporate Soul:**

Creating the Corporate Soul Roland Marchand, 1998 Roland Marchand's illustrated book tells how large companies such as AT T and U S Steel created their own souls in order to reassure consumers and politicians that bigness posed no threat to democracy or American values

**Building Corporate Soul** Ralf Specht, 2022-02-22 To succeed the business of the future must have soul Building Corporate Soul answers the most pressing questions for leaders today How do I build and sustain a human centric performance culture At a time when 10 000 baby boomers retire every day 79% of employees quit their jobs because they don't feel appreciated at their workplace and 69% of millennials see a lack of potential for leadership development in their companies Building Corporate Soul sets out to transform the performance and value of organizations and to make soulless companies a thing of the past Ralf Specht's unique framework The Soul System aligns value creating employee behaviors with corporate strategy through shared understanding and shared purpose Based on the latest research and real life cases this actionable framework shows how to build a culture at the workplace that is both human centric and success driven Specht proves that leadership behaviors that build soul are synonymous with the behaviors that build success His performance ranking The Soul Index confirms that companies that operate within this framework outperform their peers by a factor of 2.6 compared with Dow Jones over 5 years Building Corporate Soul helps leaders at every level move beyond their current thinking and create an environment in which business goals are well understood and corporations walk their talk Both this shared understanding and the subsequent shared behavior are critical to turn a company's purpose into a real means to an end superior success and a truly motivated workforce that is proud of its role inside the organization and of its impact on the local community and society overall You'll see how companies of all sizes startups and legacy corporations have made this happen You'll also learn how every leader no matter the industry can ignite or re-ignite the corporate soul in their firm Ralf Specht is a visionary business leader and creator of the Soul System a framework that aligns value creating employee action with broader corporate strategy through shared understanding and shared purpose As a founding partner of Spark44 he was the architect of an innovative industry first joint venture with Jaguar Land Rover which grew under his leadership to a global revenue of 100 m and 1 200 employees before it joined forces with Accenture Interactive in 2021 Previously he consulted with global companies and brands for more than two decades with McCann Erickson Besides Building Corporate Soul Powering Culture Success with the Soul System he is the author of the forthcoming book Beyond the Startup Sparking Operational Innovations for Global Growth

*Redefining The Corporate Soul* Kurt Gassner, 2022-10-22 Discover How To Build A Corporate Soul And Create A Successful Business Do you want to build a business with a human centric performance culture that makes an impact Are you looking for guidance on how to spot problematic areas in your business and fix them Introducing Redefining The Corporate Soul By Kurt Gassner Just like with human interactions your company's soul is expressed through a feeling that stays with customers after engaging with your product service or team To

truly create a unique long term company that impacts lives and improves local economies you need a corporate soul Without it you may have a company but it s nothing special Soul is what will separate you from the mediocre It s what will make you stand out With this outstanding book Kurt Gassner aims to make soulless companies a thing of the past Filled with valuable information and strategies for sustained innovation this compelling guide is everything you need to transform the performance and value of your company You will learn how to tap into your subconsciousness define your company s values and communicate them how to discover the unique selling proposition of your brand and so much more Top 5 Reasons Why Entrepreneurs Love This Comprehensive Corporate Book Understand What Is A Company s Core Value Learn How To Measure Your Organizational Cultures Values Find Out What Companies Should Do To Engage Their Employees Explore The True Value Of Purpose In Business How To Get It Into Your Business Discover The Things That Create An Ideal Work Environment And That s Not All Within the pages of this ground breaking psychological book you will find examples of corporations that failed to innovate as well as companies with killer core values Click Add To Cart NOW Learn How To Build A Strong And Sustainable Business     *Liberating the Corporate Soul* Richard Barrett,2013-09-13 The two most critical issues for business today according to CEO s Barrett has worked with are How to tap the deepest levels of creativity and the highest levels of productivity of our employees In a world where competition has become global successful companies are learning to build competitive advantage through their human capital In the 21st Century even that will not be enough Success will also hinge on whether in the eyes of the employees and society at large the organization is a trusted member of the community and a good global citizen Developing a values driven approach to business is quickly becoming essential for financial success Who you are and what you stand for are becoming just as important as what you sell     *Liberating the Corporate Soul* Richard Barrett,2013-09-13 The two most critical issues for business today according to CEO s Barrett has worked with are How to tap the deepest levels of creativity and the highest levels of productivity of our employees In a world where competition has become global successful companies are learning to build competitive advantage through their human capital In the 21st Century even that will not be enough Success will also hinge on whether in the eyes of the employees and society at large the organization is a trusted member of the community and a good global citizen Developing a values driven approach to business is quickly becoming essential for financial success Who you are and what you stand for are becoming just as important as what you sell     Creating Organizational Soul Richard Bellingham,2009 Does your organization have soul Are you passionate about a higher purpose Do you engage in meaningful dialogue Are you caring and compassionate Do you spend time reflecting on critical issues People in soulful organizations are able to say they demonstrate these behaviors everyday You can become one of those people by following the advice and guidance in this innovative book Creating Organizational Soul makes a compelling case for the strong connection between organizational soul and productivity innovation and results The intent of the book is to get leaders to take a hard look at where they are and look for ways to get

better The author demonstrates how to create soul in business social service agencies and education Included are many examples of exemplary fast growing companies large companies small businesses not for profit organizations and universities that are stepping up and making a difference You ll learn The principles of a soulful organization What a soulless organization looks like The conditions necessary for creating organizational soul Success stories of people who have created soul in their organizations How to get people and organizations to do what they need to do to create organizational soul and achieve extraordinary results You ll also get tools to help you measure the soul health and sickness of your organization assess your leadership ability and measure soulful conditions Of special interest to leaders are the conversation templates that can be used in goal setting sessions mid year and end of year reviews with employees **The People's Network**

Robert MacDougall,2014-01-08 The Bell System dominated telecommunications in the United States and Canada for most of the twentieth century but its monopoly was not inevitable In the decades around 1900 ordinary citizens farmers doctors small town entrepreneurs established tens of thousands of independent telephone systems stringing their own wires to bring this new technology to the people Managed by opportunists and idealists alike these small businesses were motivated not only by profit but also by the promise of open communication as a weapon against monopoly capital and for protection of regional autonomy As the Bell empire grew independents fought fiercely to retain control of their local networks and companies a struggle with an emerging corporate giant that has been almost entirely forgotten The People s Network reconstructs the story of the telephone s contentious beginnings exploring the interplay of political economy business strategy and social practice in the creation of modern North American telecommunications Drawing from government documents in the United States and Canada independent telephone journals and publications and the archives of regional Bell operating companies and their rivals Robert MacDougall locates the national debates over the meaning use and organization of the telephone industry as a turning point in the history of information networks The competing businesses represented dueling political philosophies regional versus national identity and local versus centralized power Although independent telephone companies did not win their fight with big business they fundamentally changed the way telecommunications were conceived

*Retail Nation* Donica Belisle,2011-02-15 The experience of walking down a store aisle replete with displays salespeople and infinite choice is so common we often forget retail has a short history Retail Nation traces Canada s transformation into a modern consumer society back to an era 1890 to 1940 when department stores such as Eaton s ruled the shopping scene and promised to strengthen the nation Department stores emerge as agents of modern nationalism but the nation they helped to define white consumerist middle class was more limited and contested than nostalgic portraits of the early department store suggest **Voices of Guinness** Tim Strangleman,2019 Introduction the

imagined garden The machine in the garden Creating industrial citizens The garden in the machine Remembering the work of the long boom Change at work The ghost in the machine The ruined garden Conclusion reimagining work Scientists,

Business, and the State, 1890-1960 Patrick J. McGrath, 2003-01-14 In the late nineteenth century scientists began allying themselves with America's corporate political and military elites. They did so not just to improve their professional standing and win more money for research, says Patrick McGrath, but for political reasons as well. They wanted to use their new institutional connections to effect a transformation of American political culture. They succeeded, but not in ways that all scientists envisioned or agreed upon. McGrath describes how, between 1890 and 1960, scientific business and political leaders together forged a new definition of American democracy in which science and technology were presented to the public as crucial ingredients of the nation's progress, prosperity, and political stability. But as scientists became more prominent, they provoked conflicts among themselves as well as with their institutional patrons over exactly how their expertise should be used. McGrath examines the bitter battles that erupted over the role scientists should play during the Great Depression, World War II, the Cold War arms race, and the security and loyalty investigations of the 1950s. He finds that by the end of the 1950s, scientists were regarded by the political and military elite not as partners but as subordinate technicians who were expected to supply weapons on demand for the Cold War state. Originally published 2001. A UNC Press Enduring Edition. UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original and are presented in affordable paperback formats, bringing readers both historical and cultural value.

**Awakening Corporate Soul** Eric Klein, John Baptist Izzo, 1999 This compelling book shows individuals how to renew their work life and workplace with the wisdom of the spiritual traditions. The authors provide a blueprint for readers to find more meaning and fulfillment in their work while being an active participant in creating a better workplace for themselves and others. Filled with modern case studies, ancient teaching stories, exercises, and personal examples, *Awakening Corporate Soul* is for anyone who wants a greater sense of meaning, spirit, creativity, and fulfillment at work and in their life.

**Constructing Image, Identity, and Place** Alison K. Hoagland, Kenneth A. Breisch, 2003 Although vernacular architecture scholarship has expanded beyond its core fascination with common buildings and places, its attention remains fixed on the social function of building. Consistent with this expansion of interests, *Constructing Image, Identity, and Place* includes essays on a wide variety of American building types and landscapes drawn from a broad geographic and chronological spectrum. Subjects range from examinations of the houses, hotels, and churches of America's colonial and Republican elite to analyses of the humble cottages of Southern sharecroppers and mill workers, Mississippi juke joints, and the ephemeral rustic arbors and bowers erected by Civil War soldiers. Other contributors examine or reexamine the form of early synagogues in Georgia, colonial construction technologies in the Chesapeake, the appropriation and use of storefront windows by San Francisco suffragists, and the evolution of the modern factory tour. Other decidedly twentieth-century topics include the impact of the automobile on American building forms and landscapes, including parkways, drive-in movie theaters, and shopping malls. Drawn from the Vernacular Architecture Forum

conferences of 1998 and 1999 these seventeen essays represent the broad range of topics and methodologies current in the field today The volume will introduce newcomers to the breadth and depth of vernacular architecture while also bringing established scholars up to date on the field s continued growth and maturation The Editors Alison K Hoagland is associate professor of history and historic preservation at Michigan Technological University Kenneth A Breisch is director of Programs in Historic Preservation at the University of Southern California He is author of Henry Hobson Richardson and the Small Public Library in America The Contributors Shannon Bell Robert W Blythe Timothy Davis Stephanie Dyer Willie Graham Kathleen LaFrank William Littmann Carl Lounsbury Al Luckenbach Sherri M Marsh Maurie McInnis Steven H Moffson Jason D Moser Jennifer Nardone Martin C Perdue Mark Reinberger Andrew K Sandoval Strausz Jessica Sewell Donna Ware and Camille Wells

**Corporate Soul** Moid Siddiqui,2005-08-30 This delightful and thought provoking book is aimed at the new manager who seeks to blend materialism with spirituality Encapsulating the wisdom of the finest ancient schools of thought Moid Siddiqui correlates them to key elements that define modern management Drawing from time tested concepts in Chinese Japanese Greek Indian Islamic and Christian philosophy he discusses Wisdom what it is and how it applies in both life and business The dynamics of looking beyond profit and creating value Change its inevitability and how to manage change while retaining stability The importance and power of values virtue and purpose in organizations Business values and their importance in creating growth focused and profitable organisations

**A Handbook of Corporate Communication and Public Relations** Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies

**Redefining Corporate Soul** Allan J. Cox,Allan Cox,Julie Liesse,1996 What separates a company of wage slaves from the corporation filled with motivated enthusiastic employees This thoughtful high concept book opens new pathways that help the reader discover corporate purpose instill team values and maximize opportunities from information technology all creating organizational advantage

*Understanding Corporate Communications* Dmytro Oltarzhevskyi,Yevgen Zagorulko,2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company s behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book s main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

**Corporate Religion** Jesper Kunde,2000 Building companies with self worth and belief the 21st century s key success

factors Building brands from the heart How the leaders are doing it from Virgin to Starbucks McDonald s to Harley Davidson

The Pennsylvania Railroad, Volume 2 Albert J. Churella,2023-11-21 By 1933 the Pennsylvania Railroad had been in existence for nearly ninety years During this time it had grown from a small line struggling to build west from the state capital in Harrisburg to the dominant transportation company in the United States In Volume 2 of The Pennsylvania Railroad Albert J Churella continues his history of this giant of American transportation At the beginning of the twentieth century the Pennsylvania Railroad was the world s largest business corporation and the nation s most important railroad By 1917 the Pennsylvania Railroad like the nation itself was confronting a very different world The war that had consumed Europe since 1914 was about to engulf the United States Amid unprecedented demand for transportation the federal government undertook the management of the railroads while new labor policies and new regulatory initiatives coupled with a postwar recession would challenge the company like never before Only time would tell whether the years that followed would signal a new beginning for the Pennsylvania Railroad or the beginning of the end The Pennsylvania Railroad The Age of Limits 1917 1933 represents an unparalleled look at the history the personalities and the technologies of this iconic American company in a period that marked the shift from building an empire to exploring the limits of their power *Inside IBM* James W.

Cortada,2023-10-31 IBM was the world s leading provider of information technologies for much of the twentieth century What made it so successful for such a long time and what lessons can this iconic corporation teach present day enterprises James W Cortada a business historian who worked at IBM for many years pinpoints the crucial role of IBM s corporate culture He provides an inside look at how this culture emerged and evolved over the course of nearly a century bringing together the perspectives of employees executives and customers around the world Through a series of case studies Inside IBM explores the practices that built and reinforced organizational culture including training of managers employee benefits company rituals and the role of humor It also considers the importance of material culture such as coffee mugs and lapel pins Cortada argues that IBM s corporate culture aligned with its business imperatives for most of its history allowing it to operate with a variety of stakeholders in mind and not simply prioritize stockholders He identifies key lessons that managers can learn from IBM s experience and apply in their own organizations today This engaging and deeply researched book holds many insights for business historians executives and managers concerned with stakeholder relations professionals interested in corporate culture and IBMers **Free Market Missionaries** Sharon Beder,2012-06-25 In her recent book *Suited*

Themselves bestselling author Sharon Beder exposed how the global corporate elite have brazenly rewritten the rules of the global economy to line their pockets In this new book she turns her sights on the insidious underbelly of this global trend to show how they have also orchestrated a mass propaganda campaign to manipulate community values and convince us that their interest co-opting and controlling all of us in the name of the free market is in our interest During the 20th century business associations coordinated mass propaganda campaigns combining 20th century American PR methods with



revitalized free market ideology from 18th century Europe. The aim was to persuade people to eschew their own power as workers and citizens and forego their democratic power to restrain and regulate business activity. Sophisticated corporate funded think tanks augmented these campaigns in the 1970s and 1980s promoting free enterprise and business friendly policies. These free market missionaries now seek to change individual and institutional values through bolder strategies such as expanding share ownership and manipulating wider public concerns. In each case the goal is the same: the triumph of business values over community values. Beder's is an intellectual call to arms: challenge the ideology of the free market missionaries or be converted to it.

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