



**Contact:**

Dan Dement  
(619) 618-9785  
dan.dement@consciouscapitalism.org

## **Conscious Capitalism International Achieves New Milestone: More than 40 Chapters in 14 Countries**

Social movement to elevate humanity through business celebrates significant growth on 5<sup>th</sup> anniversary of book, *Conscious Capitalism: Liberating the Heroic Spirit of Business*

SAN FRANCISCO – January 11, 2018 – A clear sign that more and more business leaders around the world are committed to pursuing purposes beyond just profit, [Conscious Capitalism International](#) begins 2018 with more than 40 chapters dedicated to elevating humanity through business. Recently activated chapters in the United States, Colombia, Denmark and South Africa now advocate for Conscious Capitalism in 14 countries on six continents.

This significant milestone comes as the organization and supporters of its namesake movement celebrate the 5<sup>th</sup> anniversary of Harvard Business Review's publishing [Conscious Capitalism: Liberating the Heroic Spirit of Business](#) (first edition, January 15, 2013). Co-authored by Whole Foods Market co-founder and CEO, John Mackey, and F.W. Olin distinguished professor of Global Business at Babson College, Raj Sisodia, *Conscious Capitalism* ignited a global movement that is fundamentally changing the way business is both practiced and perceived. A *New York Times* and *Wall Street Journal* bestseller, more than 145,000 copies of *Conscious Capitalism* have been sold to date. *Conscious Capitalism*, along with its principles, have garnered favorable reviews from notable business celebrities such as [Oprah Winfrey](#) and legendary Harvard Business School management professor [Bill George](#).

"With so much work to be done in overcoming instability, division, and poverty, it's encouraging to see so much interest in and support for business elevating humanity," said Alexander McCobin, chief executive officer for Conscious Capitalism International. "Building upon this progress, we can envision a day when the conscious practice of capitalism will be regarded as the norm, businesses create prosperity for all stakeholders, and business leaders take pride in being business leaders for making the world a better place."

For a full list of Conscious Capitalism chapters and to learn more about the movement to elevate humanity through business, visit [www.ConsciousCapitalism.org](http://www.ConsciousCapitalism.org).

### **About Conscious Capitalism**

[Conscious Capitalism International](#) is a 501c3 nonprofit organization dedicated to elevating humanity through business. The practice of Conscious Capitalism includes implementing the tenets of Higher Purpose, Stakeholder Orientation, Conscious Culture and Conscious Leadership. The organization produces transformational events, workshops, publications and academic research, and supports a growing network of Conscious Capitalism Chapters around the world which serve as communities of inquiry for business leaders, entrepreneurs, coaches, consultants and others interested in advancing the Conscious Capitalism movement. Founded in 2010, Conscious Capitalism International is headquartered in San Francisco.

###