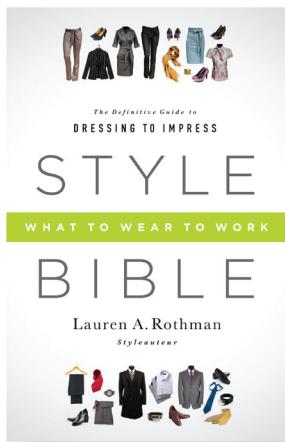


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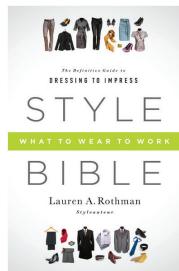


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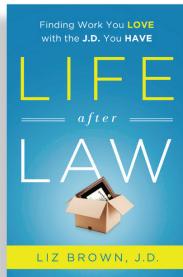
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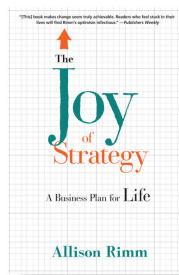
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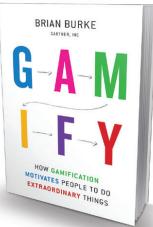


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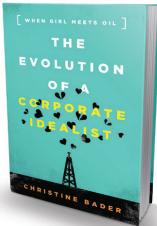


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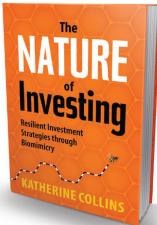


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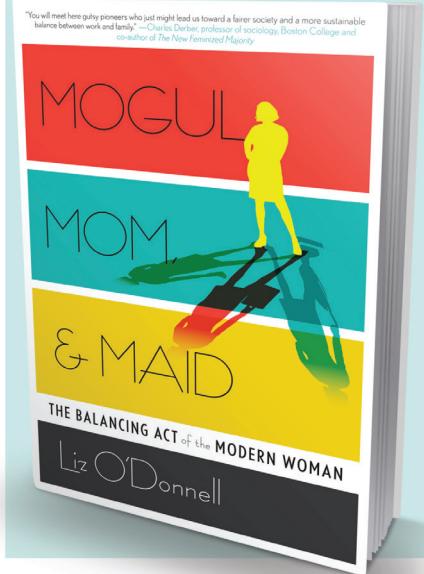
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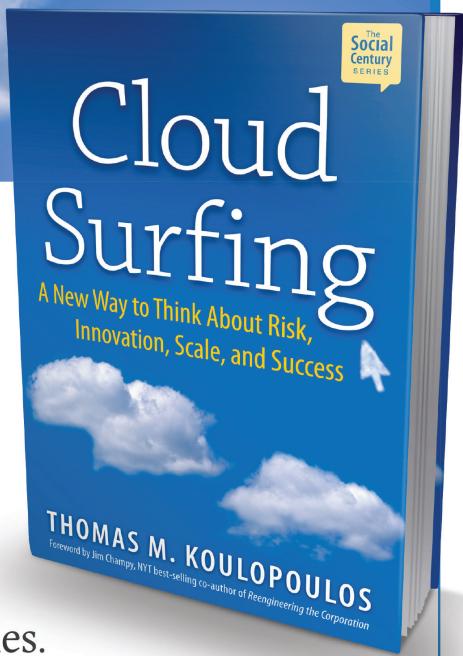


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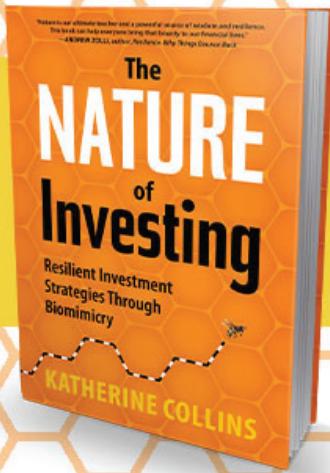
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The Conscience Economy

BY STEVEN OVERMAN

A generation of people around the world are making everyday choices in ways that defy traditional logic. They are judging where and how their clothes were made, not just how they fit. They are spending their money and their time, forming loyalties, casting votes, and even enjoying entertainment based increasingly upon their desire to make a positive impact on others and the world around them. This new generation believes they can and must make the world better, and they expect business and government to get with the program.

The implications of the Conscience Economy are not “soft.” Ignore it, and your consumer or voter base will rebel, using a host of free tools and cheap connectivity to spread their rejection to peers around the world in real time. Leverage it, and Conscience Culture is a wellspring of financial upside. *The Conscience Economy* is the must-read guide to this unprecedented shift in human motivation and behavior. From the boardroom to the startup loft, *The Conscience Economy* will help international leaders, influencers, investors and decision-makers to manage, innovate and thrive in a new world where “doing good” matters as much as “doing well.”



STEVEN OVERMAN works on the front line of business and culture transformation, helping teams grow new ideas into massive international phenomena that generate billions of dollars of economic value, but even more importantly, that positively change the lives of people everywhere.

As a strategy and innovation consultant, Steven has directly engaged with a broad range of leaders in many different roles. He has pored over state-of-the-art market research and consumer insight from nearly every corner of the globe, imagined and evangelized concepts for sustainability infrastructure for international brands, co-created award-winning youth marketing in countries and cultures around the world, and mentored young entrepreneurs. Steven is a frequent public speaker at industry events ranging from NorthZone Ventures CEO Summit, Cannes Lions EuroBest Festival of Creativity, Yahoo Mobile Senior Leaders Summit, Nokia World, and other international thought leadership events, he has been quoted in *Wired*, *Marketing Week*, *Fast Company*, and *Business 2.0*.

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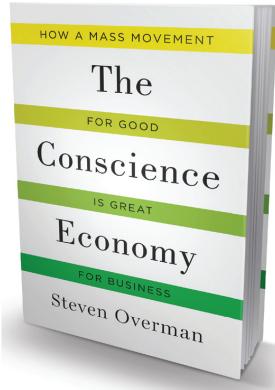
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When Girl Meets Oil

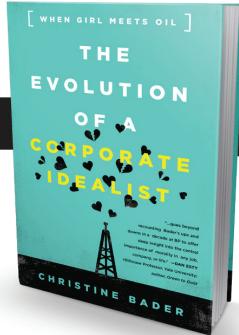
There is an invisible army of people deep inside the world's biggest and best-known companies, pushing for safer and more responsible practices. They are trying to prevent the next Rana Plaza factory collapse and the next Deepwater Horizon explosion. Obviously, they don't always succeed.

Christine Bader was one of those people. She loved her employer, BP, and the work she did managing the social impacts of some of the company's biggest projects in the developing world — until a string of fatal BP accidents happened, culminating in the Deepwater Horizon disaster.

Bader's story of working deep inside the belly of the beast is unique in its details, but not in its themes: of feeling like an outsider both inside the company (accused of being a closet activist) and out (assumed to be a corporate shill), of getting mixed messages from senior management, and of being frustrated with corporate life but committed to pushing for change from within.

"The Evolution of a Corporate Idealist is a quick read, effortlessly gulped during a long airplane flight. The writing is clear and concise, and if the book doesn't leave one convinced that every multinational has suddenly developed a guiding conscience, it does offer some encouragement that many are on the way."

—The New York Times



Christine Bader is a sought-after speaker and advisor on corporate responsibility and a visiting scholar at Columbia University. Her work with BP from 1999 until 2008 brought her to Indonesia, China, and the U.K., managing the social impacts of major company projects in the developing world.

Christine has published in numerous outlets and given talks around the world, including a TEDx talk entitled "Manifesto for the Corporate Idealist." A member of the Council on Foreign Relations, she holds a BA from Amherst College and an MBA from Yale. She lives in her native New York City with her husband and two children.

Contact info, blog, mailing list, and more at www.christinebader.com

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