



Be the Solution: How Entrepreneurs and Conscious Capitalists Can Solve All the World's Problems

Michael Strong, John E. Mackey

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Praise for *Be the Solution* "In the past, many believed you either went into 'public service' to do good, or you 'went into business' to make money. Few realized that the long-term success of business depends on serving people, not making money. Few realized that perhaps the best way to serve the public was through free enterprise. Whole Foods Market founder John Mackey, visionary thinker Michael Strong, micro lender Muhammad Yunus, and a few others understand these truths. *Be the Solution* is the best single book to read to understand the emerging ways in which entrepreneurs can change the world."

--Gary Hoover, serial entrepreneur, founder of Hoover's Business Information Service, Hooversworld.com

"Michael Strong speaks the truth. A must-read for our new American government."

--Sam Wyly, founder, Green Mountain Energy; author of *1,000 Dollars and an Idea*

"This book is totally fantastic. Treat your mind to a feast. Use it to tune your vision towards what really works."

--Charles Harper, Senior Executive VP, Chief Strategist, John Templeton Foundation

"Perhaps more than ever before, young people today are motivated by the desire to make the world a better place. Unfortunately, many have little idea about how to do it, and their educational studies provide them with little direction. In contrast, this book is a road map about how we can get from where we are to where we want to be--to a more peaceful, more prosperous, and more environmentally sound world. Plus, it is exciting, uplifting, and adventurous. Indeed, it provides the recipe for a better world."

--Dr. James Gwartney, coauthor of *Economic Freedom of the World: 2007 Annual Report*; Gus A. Stavros Eminent Scholar Chair at Florida State University

"This is a very thoughtful and timely book that asks us to look around--and to look within--the amazing opportunities that entrepreneurship offers to the world. I recommend this book to anyone interested in finding solutions to the current crisis."

--Giancarlo Ibarguen, Executive President, Universidad Francisco Marroquin

"At last, a book about the heart of capitalism as a force for creating good in the world for solving many of our tough societal problems. I hope our political leaders read it."

--R. Edward Freeman, Olsson Professor of Business Administration, Academic Director, Business Roundtable Institute for Corporate Ethics, University of Virginia

Be the Solution: How Entrepreneurs and Conscious Capitalists Can Solve All the World's Problems Details

Date : Published May 1st 2009 by Wiley (first published March 23rd 2009)

ISBN : 9780470450031

Author : Michael Strong , John E. Mackey

Format : Hardcover 374 pages

Genre : Business, Entrepreneurship

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From Reader Review Be the Solution: How Entrepreneurs and Conscious Capitalists Can Solve All the World's Problems for online ebook

Chrissy Burton says

We've written a book review of "Be The Solution" by Michael Strong - check out Facebook page and the review!

[http://disruptmgzn.com/featured/review...](http://disruptmgzn.com/featured/review-of-be-the-solution-by-michael-strong/)

[https://www.facebook.com/pages/Disrupt...](https://www.facebook.com/pages/Disrupt-Magazine/169111111111111)

Lauren says

This book was extremely disappointing. The essays are full of rhetorical garbage mostly about free market and deregulation as the solution to all of our problems. I truly enjoy a good discussion, but this book is anything but that. It is rigid and ideological, and exhibits a stunning lack of complexity.

For example, take the conclusion the main author comes to after describing the 2 day rush on Halibut in one of his essays, which has the conceited title, "Solving All Environmental Problems". He describes the depletion of a fishery, wasteful bycatches, and nasty behavior between competing fisherman, and then says, "It is very important to realize that this wasteful and vicious behavior was not caused by western civilization, or capitalism, or value systems, or mind-sets. It was caused by poorly designed institutions - a lack of property rights in the halibut fishery."

Wow. I'm bringing this book back to the library immediately.

I am surprised that people like Muhammad Yunus and Donna Callejon allowed their essays to be published in a book like this.

Kelton Baker says

Don't let the fact that I only gave the book 4 stars fool you, I loved it: This book makes me anxious to see someone take Michael's lead and write something along these lines that is truly earth-shattering; that is how powerful some of these ideas are. But don't wait for something better to come along while there is this treasure-trove of wisdom to be gleaned from "Be the Solution". The world desperately needs to know a false dichotomy lies in comparing "greedy capitalism" with non-profit benevolence. Doing what you love,

blessing the world by helping others, and making a profit can be all the same activity, I highly recommend this book for all serious thinkers.

Otis Chandler says

Saw John Mackey talk about this book and was very inspired by it.

Jamie says

Good concept; weak content

Shawn says

I was primed to love this book. I admire the main author, Michael Strong, and the previous work he has done (both in terms of his writing and activism). Others I respect have recommended the book as well. However, though there are great things about the book, I was left somewhat disappointed.

I like the ideas in the book: many of them are important and essential for human progress and development. The goals of the authors are worthwhile and idealistic.

Nevertheless, I was hoping for more focus and specifics on the different entrepreneurs and the kind of things they did to help alleviate and deal with different kinds of problems. There was some of that, but not nearly enough.

The chapters were uneven. Some had great nuggets of insight but others were either too foofy or too new-agey. The best parts were the ones that focused on real entrepreneurs and their work. The weaker parts were the attempts at pop psychology and self-help that made up the chapters on the FLOW vision.

José Antonio Lopez says

Michael Strong & contributing authors invite us to join the change in entrepreneurship and education for a freer world. In defense of capitalism as a voluntary system that creates wealth along people who have a higher purpose in life it is possible to solve the toughest problems of society.

Paul McAtee says

Years ago I saw a 30 second snippet of Michael Strong talking about free markets and private ownership on Fox News. I was so inspired by just that I looked him up on my iPad and found this book. I think this is a lot

of formative essays that lead to FLOW and the Conscious Capitalism movement. There's stuff from John Mackey, Muhammad Yunus and others. If you read this and still think that Government has ever helped anyone or ever will be able to help anyone then you're not paying attention. Lots of facts and figures are cited. This is where I learned about the Frazer Economic Freedom Index, and you learn that America hasn't resembled a free market a good 100 years now, and shows no sign of getting better because

"Government can never duplicate the variety and diversity of individual action" p 142

Jane Sorensen says

This book has an admitted libertarian agenda in a couple of the chapters. The book is also a collection of stand-alone chapters. For once, however, I found the libertarian messaging to be ethical, winning, and positively motivating, rather than fatuous self-righteousness. A lot of what this book is selling is something that people who want a better world should buy. Though the book encourages us to do so, we don't need to join a group or promote an agenda - ideology is something that gets in the way, anyway - this book tells us just to go ahead and find a way to accomplish what is needed and wanted, a little about how, and how to safeguard that ability when it is needed.

Blake says

I reference this remarkable book in conversation anytime I want to explain how I think human beings will create peace and prosperity in the world, even in the face of what appear to be insurmountable obstacles in all realms of endeavor: government, economics, geopolitics, business, education, health, etc.

Though it might sound ridiculously simplistic, business and entrepreneurship really can solve all of the world's problems. At the heart of business is the promise of what is greatest in people. Business is the possibly the expression of our creativity. In that sense, business reaches into all aspects of life, including the noblest and most subtle aspects of who we are: love, meaning, spirit, and beyond. As anyone interested in using business to do good knows, the true potential of entrepreneurship and business is the greatest expression of who we are. And the world will be forever changed for the better because of it.

This book is a must read for anyone who wants inspiration and understanding about how we human beings can make an inspired, lasting difference in the world.
