



BOOK OF THE MONTH SUMMARY

FOR MEMBERS

**OVERVIEW**

# It's Not What You Sell, It's What You Stand For

## Why Every Extraordinary Business is Driven by Purpose

by Roy M. Spence Jr. and Haley Rushing

**Key things you will learn**

- Why organizations with purposeful missions lead their fields
- What benefits accrue to purposeful firms
- Which organizations exemplify the pursuit of a greater purpose combined with a greater profit

**Overview**

The authors – the clients of one of whom include Walmart and Norwegian Cruise Line – sketch instructive case histories and tell fascinating stories about world-class organizations, the importance of corporate purpose, and adventures in branding and marketing.

**About the Authors**

Texas Monthly magazine named Roy M. Spence Jr., CEO of the GSD&M Idea City advertising agency, Adman of the Century. Haley Rushing is co-founder of the Purpose Institute.

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