



Leveraging People and Profit

Bernard Nagle, Perry Pascarella, Warren G Bennis

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The manager who can balance the people and profit factors has the best chance of succeeding in tomorrow's corporation. The "altrupreneur" _one who conducts the affairs of an enterprise with conspicuous regard for the welfare of others_builds communities that produce value for all the organization's stakeholders. This new breed of leader responds to the needs of the organization and the demands of people coming to the workplace and marketplace.

Drawing examples from top and middle management, the authors describe the characteristics of altrupreneurs and the core principles by which they operate: their values and vision, optimism, integrity, confidence, and enthusiasm. Altrupreneurial organizations create innovation-friendly environments, where it is not only safe to innovate, it is encouraged.

This book shows what it means to challenge the routine, be other-centered, and build community.

Bernard A. Nagle has over 22 years of executive operations experience in the fields of manufacturing, quality assurance, supply chain management, distribution, strategic planning, and new product development. A native of Pennsylvania, Mr. Nagle currently resides in the St. Louis area.

Perry Pascarella is a nationally recognized authority on humanistic management, worker motivation, and the role of business in society. Until 1996, he was vice president-editorial of Penton Publishing Inc., publisher of 42 business and professional magazines. Mr. Pascarella has collaborated with such celebrated management experts as Peter Drucker, Tom Peters, and Frederick Herzberg. He lives in the Cleveland area.

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