

COASTSIDE PEACE PRESENTS:

DAVID BATSTONE

SAVING THE CORPORATE SOUL

TUESDAY APRIL 27TH 7:30 PM

TED ADCOCK COMMUNITY CENTER

535 KELLY AVENUE, HALF MOON BAY

One block South of Highway 92, 1/2 block East of Highway 1

ADMISSION \$5 (SLIDING SCALE)



David Batstone, entrepreneur, professor, journalist and author of the book *Saving the Corporate Soul*, examines the role of corporations in our society. His is a hopeful and positive vision and a fresh alternative to the misguided hucksterism common in corporations today. In his talk, he will give particular focus to the ways that corporations can support the communities they are part of, while enhancing their long-term financial success.

He shows that a corporation has the potential to act with soul when it aligns its missions with the values of its workers and puts its resources at the service of the people it employs and the public it serves. He offers companies and their employees eight sound principles for "doing the right thing" and— citing examples from firms like Timberland, General Motors, Clif Bar, and BP— offers evidence that principled companies will excel financially over the long haul.

As Batstone says, "this is not a fringe issue. We've got to be realistic about how much power resides in the private sector. And it's not only in Canada and the United States. In the developing world, where the rule of law is even more slippery, it's almost incumbent on companies to set their own standards. Businesses will affect and shape millions of people's lives.



Coastside Peace

Coastside Peace is a community of concerned citizens dedicated to giving others like us the information and opportunity to create a more just and humane world through grassroots action.

For more information, go to <http://www.coastsidepeace.org>

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