**Resource List:**

**Always Evolving. Would love to hear your favorites & feedback.**

**KEY RESEARCH:**

* **The 2015 Aspirational Consumer Index,** <http://www.globescan.com/component/edocman/?view=document&id=211&Itemid=591>
* **Mind the Gaps, The Deloitte Millennial Survey 2016,**
* <http://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
* **Project ROI,** [www.projectroi.com](http://www.projectroi.com)
* **2015 Purpose Workforce Index,** [www.imperative.com/index](http://www.imperative.com/index)
* **2014 Sustainability’s Strategic Worth: McKinsey Global Survey,** <http://www.mckinsey.com/business-functions/sustainability-and-resource-productivity/our-insights/sustainabilitys-strategic-worth-mckinsey-global-survey-results>

**BLOGS:**

* **Carol Cone ON PURPOSE,** [www.purposecollaborative.com/insights/](http://www.purposecollaborative.com/insights/)
* **Echoing Green,** [www.echoinggreen.org/blog](http://www.echoinggreen.org/blog)
* **Fast Company Co-Exist,** [www.fastcoexist.com](http://www.fastcoexist.com)
* **Jim Stengel,** [www.jimstengel.com/blog/](http://www.jimstengel.com/blog/)
* **Joe Waters,** [www.selfishgiving.com/blog/](http://www.selfishgiving.com/blog/)
* **Y Combinator,** [www.blog.ycombinator.com](http://www.blog.ycombinator.com)

**BOOKS**:

* ***Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Business*,** E. Freya Williams, 2015
* ***Frugal Innovation: How to do more with less (Economist Books),*** Navi Radjou, 2015
* ***Natural Prophets: From Health Foods to Whole Foods--How the Pioneers of the Industry Changed the Way We Eat and Reshaped American Business,*** Joe Dobrow, 2014
* ***The Big Pivot: Radically Practical Strategies for a Hotter, Scarcer, and More Open World,*** Andrew S. Winston, 2014
* ***Conscious Capitalism, With a New Preface by the Authors: Liberating the Heroic Spirit of Business,*** John Mackey, 2014
* ***The Method Method: Seven Obsessions That Helped Our Scrappy Start-up Turn an Industry Upside Down*,** Eric Ryan, 2011
* ***Grow: How Ideals Power Growth and Profit at the World’s Greatest Companies*,** Jim Stengel, 2011
* ***Sustainable Excellence: The Future of Business in a Fast-Changing World****,* Aron Kramer and Zachary Karabell, 2010
* ***The Global Brand: How to Create and Develop Lasting Brand Value in the World Market****,* Nigel Hollis, 2010
* ***The High Purpose Economy: The TRULY Responsible (and Highly Profitable) Firms That Are Changing Business Now***, Christine Arena, 2010
* ***Breakthrough Non-Profit Branding: Seven Principles to Extraordinary*** *Results*, Carol Cone, 2010
* ***The Networked Nonprofit: Connecting with Social Media to Drive Change****,* Beth Kanter and Allison Fine, 2010
* ***Creating a World Without Poverty: Social Business and the Future of Capitalism****,* Muhammad Yunus, 2009
* ***Cause for Success: 10 Companies That Put Profit Second and Came in First*,** Christine Arena, 2004

**NEWSLETTERS:**

* **Carol Cone ON PURPOSE,** [**http://www.purposecollaborative.com/#help**](http://www.purposecollaborative.com/#help)
* **CSRWire,** [www.csrwire.com](http://www.csrwire.com)
* **Good Scout,** [www.goodscoutgroup.com](http://www.goodscoutgroup.com)
* **Ozy,** [www.ozy.com](http://www.ozy.com)
* **Triple Pundit,** [www.triplepundit.com](http://www.triplepundit.com)
* **Verb,** [www.goverb.com](http://www.goverb.com)
* **Sustainable Brands Newsletters,** <http://www.sustainablebrands.com/newsletters>

If you would like to connect with our team, please reach out to Carol Cone or [Elizabeth Davis](mailto:edavis@purposecollaborative.com)