



New Book Spotlights a More Conscious Way of Doing Business

*The new book **Conscious Entrepreneurs: A Radical New Approach to Purpose, Passion & Profit** tells the tale of nearly 50 entrepreneurs who are heeding the call of conscious capitalism--which is being hailed as a megatrend for today's businesses.*

Raleigh, NC, October 01, 2008 --(PR.com)-- While the U.S. government works to bail out and investigate financial giants driven to earn profits at any price, a movement to create a new, more holistic model of business success is gaining steam. One that pursues money and morals—and does well by doing good.

Tracy Needham, founder of Raleigh-based copywriting and marketing strategy firm Compelling Communications, LLC, is one of the 47 contributing authors to the recently released **Conscious Entrepreneurs: A Radical New Approach to Purpose, Passion and Profit** (Love Your Life Publishing, Dallastown, PA). In the book, these entrepreneurs share their personal stories, strategies and successes for finding a new, more conscious way of doing business. And they're not alone. In fact, prominent trend-tracker Patricia Aburdene calls the rise of conscious capitalism a megatrend for both businesses and customers.

Rave reviews include James Twyman, author and director of *The Moses Code*, who said “Conscious Entrepreneurs brilliantly outlines the spiritual journey of entrepreneurship. Nowhere else have I seen such a powerful book written about what should be the only way to be in business.”

Ms. Needham's chapter, “Good For Profit—Your Social Conscience is an Asset to Your Business” gives entrepreneurs a four-point plan for more strategically incorporating their charitable and environmental efforts into their business.

“While big companies spend billions to create a caring image, many small businesses are already donating time and money and adopting green practices simply because it's the right thing to do. Unfortunately, they treat these things as irrelevant to their “real” business instead of realizing what a valuable business asset they can be,” she said.

Ms. Needham is donating 10% of books purchased at www.compellingcomm.com/ce.html to Donors Choose, which provides school supplies to classrooms across America.

About Tracy Needham

Tracy Needham founded Compelling Communications, LLC, to pursue her passion for helping entrepreneurs build a thriving business with results-driven marketing materials as well as marketing strategies that make the most of their time and money.

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