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The book features 22 public firms, 29 private firms and 15 non-U.S. firms of endearment, including two inspiring examples: Costco and Southwest Airlines. Costco, ranked the "Happiest Company in the World" for caring about its employees, "recognizes that in the long run, the interests of

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employees mirror those of the company."

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That is why we coined the phrase “firms of endearment,” or FoE. Quite simply, an FoE is a company that endears itself to stakeholders by bringing the interests of all stakeholder groups into strategic alignment. No stakeholder group benefits at the expense of any other stakeholder group, and each

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prosper as the others do.

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The term Firm of Endearment is a metaphor standing for companies that operate with the principle of stakeholder integration in mind. They strive to endear themselves not only to shareholders but to all stakeholders (customers, employees, suppliers, environmentalists and the community) and in the process outperform non-firms of endearment in shareholder wealth creation.

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What Is a "Firm of Endearment?" As the U.S. population gets older, more people are reaching the "Age of Transcendence," when they begin to focus on serving the needs of those around them rather than being motivated primarily by self-interest or ambition.

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