

# Accountable: The Rise of Citizen Capitalism

## A Must-Read for the Future of Business

The traditional model of shareholder capitalism is no longer sustainable. This is the central argument of Blair Sheppard's groundbreaking book, *Accountable: The Rise of Citizen Capitalism*. Sheppard argues that companies need to start taking into account the interests of all their stakeholders, including employees, customers, suppliers, and the community. Only then can businesses create long-term value and build a more just and sustainable economy.

Sheppard provides a wealth of case studies and examples to show how citizen capitalism can be implemented in practice. He describes how companies such as Patagonia, Unilever, and Danone have embraced citizen capitalism and are reaping the benefits. These companies have seen increased employee engagement, customer loyalty, and shareholder value.



## Accountable: The Rise of Citizen Capitalism

by Michael O'Leary

★★★★☆ 4.9 out of 5

Language : English  
File size : 4430 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 336 pages  
Screen Reader : Supported



Sheppard also offers a roadmap for businesses that want to make the transition to citizen capitalism. He outlines the key steps involved, and he provides practical advice on how to overcome the challenges. The transition to citizen capitalism is not always easy, but Sheppard argues that it is essential for the future of business.

*Accountable* is a must-read for anyone who wants to understand the future of business. Sheppard's book provides a clear and concise overview of the citizen capitalism movement, and he offers a wealth of practical advice for businesses that want to make the transition. If you are a business leader, a policymaker, or an investor, I urge you to read this book.

**Here are some of the key takeaways from *Accountable*:**

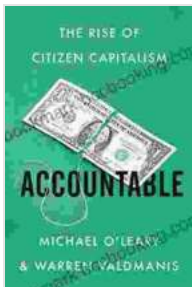
- The traditional model of shareholder capitalism is no longer sustainable.
- Companies need to start taking into account the interests of all their stakeholders, including employees, customers, suppliers, and the community.
- Citizen capitalism is a win-win proposition for businesses and society as a whole.
- The transition to citizen capitalism is not always easy, but it is essential for the future of business.

**About the Author**

Blair Sheppard is a leading expert on citizen capitalism. He is the founder of the Citizen Capitalism Institute, a non-profit organization that promotes the adoption of citizen capitalism principles. Sheppard is also a Senior Fellow at the Boston College Center for Corporate Citizenship and a member of the World Economic Forum's Global Agenda Council on the Future of Capitalism. He has written extensively on citizen capitalism, and his work has been featured in publications such as the *Harvard Business Review*, the *Wall Street Journal*, and the *Financial Times*.

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