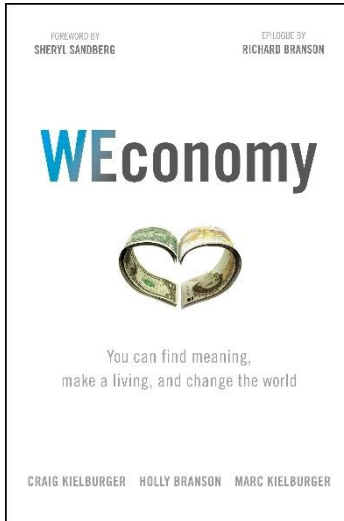


# WEconomy

*“This book is about how we can all work to improve the lives of others” - Sheryl Sandberg*



## **WEconomy:** *You can find meaning, make a living, and change the world*

By Craig Kielburger, Holly Branson and Marc Kielburger  
Foreword by Sheryl Sandberg  
Epilogue by Richard Branson

Due to be published March 7, 2018  
Can\$35.00/ US\$35.00/ £28.99/ €31.90  
Full colour hardcover and e-book  
ISBN: 9781119447795

**Purpose and profit are two powerful human motivators. Combined, this power can change the world.**

[\*WEconomy: You can find meaning, make a living, and change the world\*](#) is a guidebook to the greatest evolution in business since the assembly line. In it, authors Craig Kielburger, Holly Branson and Marc Kielburger reveal how this generation’s demand for global transparency and engagement is impacting business and why baking purpose into career, company and the wider community not only creates profit, but allows the ability to create a positive impact.

From CEOs who want to increase productivity and inspire customers and employees to be passionate brand ambassadors, to aspiring social entrepreneurs who want to learn how to massively scale their mission, and employees who crave more meaning in their job, *WEconomy* is full of practical strategies for anyone who has wondered “Can I really get paid to change the world?”

*WEconomy* reveals the methods of megastars like Oprah Winfrey, Earvin “Magic” Johnson, Branson’s father, Sir Richard Branson, and Jeff Skoll, who make the world a better place through purposeful business strategies.

### **Beyond CSR**

Going behind the scenes of real companies at the forefront of this watershed movement, readers will learn from business leaders, entrepreneurs, celebrities, and aspiring influencers how they’ve shifted and adapted their enterprises by building real strategies for making an impact. The authors share in candid detail the setbacks and achievements they experienced building successful initiatives that generate profit with purpose.

Following the advice and tips offered, individuals, businesses and charities will be able to:

- Find a cause that drives them and their career goals to new heights
- Create a job that they love, and be celebrated by peers, bosses, and industry
- Boost employee productivity and their love for the company and its mission

# WEconomy

- Inspire brand fanatics to stay loyal to both their company, and its cause
- Better the world with out-of-the-box solutions for supporting charities without writing a cheque

As Sir Richard Branson comments in his epilogue: *“The WEconomy shows what can be achieved if we put self-interest and fear behind us and strive for the change that embracing purpose can bring to all aspects of our lives. Positive change is already happening all around us. The role you play, within the businesses you work for or run, is driving that change.”*

A blueprint for living by personal values, achieving career success, and changing the world, **WEconomy** is a guide to ‘Business with Benefits’... for all.

---

## **Additional Praise for WEconomy:**

*“WEconomy shows us, in surprising and engaging stories, how a yearning to succeed in career can also be a calling to contribute to the betterment of society. This is a playbook for those of us who are obsessed with a purposeful life at home and at work.”* — **Satya Nadella, CEO of Microsoft**

*“Full of inspiring examples and practical ideas, WEconomy is a must read for anyone in business—large or small—looking to harness among their colleagues the power of that most natural and potent of human instincts—a sense of purpose.”* — **Paul Polman, CEO of Unilever**

*“The WEconomy is a blueprint for businesses wanting to achieve success while making the world a better place. Businesses that see the human, not just the customer—and see the whole person, not just a payroll number. Through engaging stories and personal experiences the authors show us that the WEconomy is happening now, and importantly, WE are all responsible for its success.”* — **Sara Blakely, founder/owner of Spanx brand**

*“Is it possible to merge purpose with work? Yes! WEconomy inspires us to channel our diverse backgrounds, experiences, and talents into serving causes that really matter to us and our communities.”* — **Lynne Doughtie, U.S. Chair and CEO of KPMG**

*“WEconomy is an indispensable handbook for anyone who sees the need to improve the world, who wants to retain and engage employees—or simply has a mandate to drive profitability.”* — **Jane Francisco, editor in chief, Good Housekeeping**

*“The biggest growth market for companies today is to join in the cause of solving society’s ills. WEconomy is a fresh and innovative guide for galvanizing all of us to action.”* — **Tom Wilson, chair of the U.S. Chamber of Commerce and CEO of Allstate**

*“As global citizens, it is important that we all decide how we can help build a better future for everyone who inhabits this planet. A planet we must come to realize we all share. In the WEconomy, Holly, Marc and Craig share not only entertaining and insightful stories, but top tips on how, both personally and professionally, we can work together to achieve just that.”* — **Scoter Braun, entrepreneur and founder of SB Projects**

*“As people continue to look for meaningful ways they can uniquely contribute personally and professionally to this world, WEconomy illustrates ways we can all do good and do well.”* — **Pete Carroll, head coach of the Seattle Seahawks, NFL champions**

*“Through fun, inspiring, and revealing stories the authors not only bring the WEconomy to life, but bring the reader along for the ride. As the most connected generation in history, never before has there been such an incredible opportunity to make the ‘WE’ a powerful movement for positive change.”* — **Ed Sheeran, Grammy Award-winning singer/songwriter**

## ABOUT THE AUTHORS:

### CRAIG KIELBURGER

Craig is a *New York Times* bestselling author who has written twelve books. He co-founded WE Charity, lifting more than one million people from poverty. He is an MBA graduate with 15 honorary doctorates. His purpose is helping others discover their purpose. Craig lives in Toronto with his wife Leysa and son Hilson.

### DR. HOLLY BRANSON

Holly, after achieving medical and physiology degrees from University College London and working as a doctor, joined the Virgin Group's Leadership team. Dedicating her time to her passions: people, culture, and purpose. She is Chair of Virgin Unite, a founder and trustee of Big Change and Co-Chair of WE Day UK. Holly lives in London with her husband Freddie Andrewes and their twins Etta and Artie.

### MARC KIELBURGER

Marc is a syndicated columnist read by millions. He co-founded ME to WE Social Enterprise, engaging millions of customers to drive social change. He is a Harvard and Oxford graduate, and Rhodes Scholar. He believes that purpose-driven business will change the world. Marc lives in Toronto with his wife Roxanne and daughters Lily-Rose and Violette.

## NOTES TO EDITORS:

- Review copies, extracts and cover images are available on request
- All content from advance copies is subject to change and should be checked against the final book

## RETAIL INFORMATION:

WEconomy is priced at parity, a flat list price of \$35 in the US and Canada, with the expectation that retailers will discount to customers. Available for purchase at the following retailers:

CAN: Amazon.ca, Chapters Indigo, Hudsons / Sony, Kobo, Kindle, Google, Apple, ePDF

US: Amazon, Barnes & Noble, Booksamillion, 800CEORed, Hudsons / Kindle, Nook, Google ebooks, Apple iBooks, ePDF

GLOBAL: All international Amazon sites, Wiley.com, other key retailers

Release date: March 7, 2018

*Every WEconomy book sold is making a life-changing impact. Each copy comes with a Track Your Impact code and provides a charitable donation. Readers can visit [WE.org](http://WE.org) and enter their Track Your Impact code to find out more about their donation and see photos of families and maps of the regions they have helped by buying the book. Proceeds provide women in developing communities with access to small business training, empowering them to lift themselves and their families out of poverty with sustainable income.*