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Fred Kofman, PhD, holds a doctorate in economics from the University of California, Berkeley, and is Google’s Vice President and leadership development advisor, director of the Conscious Leadership Center at Tecnológico de Monterrey, and founder and president of the Conscious Business Center International. Previously, he was Vice President of Executive Development at LinkedIn and a cofounder ...

Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kofman, means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders.

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