The 2nd International Research Conference on Conscious Capitalism will be held on the beautiful campus of Bentley University in Waltham, MA (just outside Boston) on May 24-25 2010. The theme this year is “Conscious Capitalism: Issues, Insights and Implementation.”

What started as a dream for a small band of dedicated and inspired CEOs, academics and thought leaders a little over two years ago has blossomed into a global movement that now counts dozens of companies, numerous authors, academics and thought leaders as participants and supporters, as well as a number of allied organizations that are fellow travelers on the path to humane, holistic and healthful business practices. Over 100 such leaders have spoken at one or more of our major conferences, each of which has been a landmark event.

Our May 2010 event promises to be another memorable gathering of outstanding leaders and thinkers. Corporate leaders include Kip Tindell of The Container Store, Gary Hirshberg of Stonyfield Yogurt and Doug Rauch of Trader Joe’s. Thought leaders include luminaries such as Stuart Hart of Cornell, John Sterman of MIT, Dipak Jain of Northwestern University, Nitin Nohria, Rohit Deshpande and Kash Rangan of Harvard Business School, James O’Toole of the University of Denver and many others. We also have outstanding authors and thought leaders such as Alan Webber, Richard Leider, Richard Whiteley and Polly LaBarre. We will also have the incomparable Ben Zander, Conductor of the Boston Philharmonic and co-author of The Art of Possibility to entertain, enlighten and inspire us.

If you are interested in a proven superior way to practice and teach business that serves society and the planet while creating multiple kinds of wealth for all stakeholders, you cannot afford to miss this event. We have put together an exciting, energizing, inspiring and affordable experience for you. This will be an informal, interactive setting in which you will have plenty of opportunity to interact with the speakers and the many outstanding executives, entrepreneurs and academics who will be in attendance.

I particularly urge you to send information about this conference to PhD students and those who are at the early stages of their academic careers. For academics and others looking for a greater sense of meaning and purpose in their work, Conscious Capitalism offers a very rich and rewarding domain of inquiry. The conference is co-sponsored by the Conscious Capitalism Institute (www.cc-institute.com), which is the global knowledge collection, creation and dissemination hub of this burgeoning movement.

Please see the attached brochure and visit our web site at http://conscious-capitalism.bentley.edu/ for more details, to register and to make your travel plans.