

The logo for 'tompeters!' is displayed in white lowercase text on a solid red rectangular background. The text is centered horizontally and vertically within the red box.

Tom, why should business leaders pick up a guidebook about Humanism?

I did this thing years ago put an equation up on the board and it was $K=R=P$, Kindness=Repeat Business=Profit. And you do the kindness because of the kindness but it works out in the end. I just- I just hope this is one little jolt at a critically important moment on the topic of humanity. And the idea that it's part of something called a quote-unquote business book is so important because we don't think about business this way.

For more information, visit tompeters.com.