CONSCIOUS CAPITALISM
ASSIGNMENT

SEARCH STRATEGY
SEARCH STRATEGY #1:

“Conscious capitalism“
As a search for books

This will:
• Find book that discusses several tenets
• Find a chapter on conscious capitalism in a book on a broader topic
SEARCH STRATEGY #2: FOCUSED SEARCH

“Conscious capitalism“ AND
1 word for your tenet

Especially when searching for articles!
EXAMPLE:

“Conscious capitalism“ AND “Stakeholder orientation”
SEARCH POSSIBILITIES:

- “Conscious capitalism” AND “stakeholder orientation”
- “Conscious capitalism” AND stakeholder
- “Conscious capitalism” AND stakeholders
- “Conscious capitalism” AND stakeholder*
  - will bring up stakeholder or stakeholders
- “Conscious capitalism” AND employees
THINK SYNONYMS & RELATED TERMS!

Possible searches:
• “Conscious capitalism”
• “Corporate responsibility”
• Corporate AND responsibility
MIX & MATCH!

Possible search:

Corporate AND responsibility AND stakeholder*