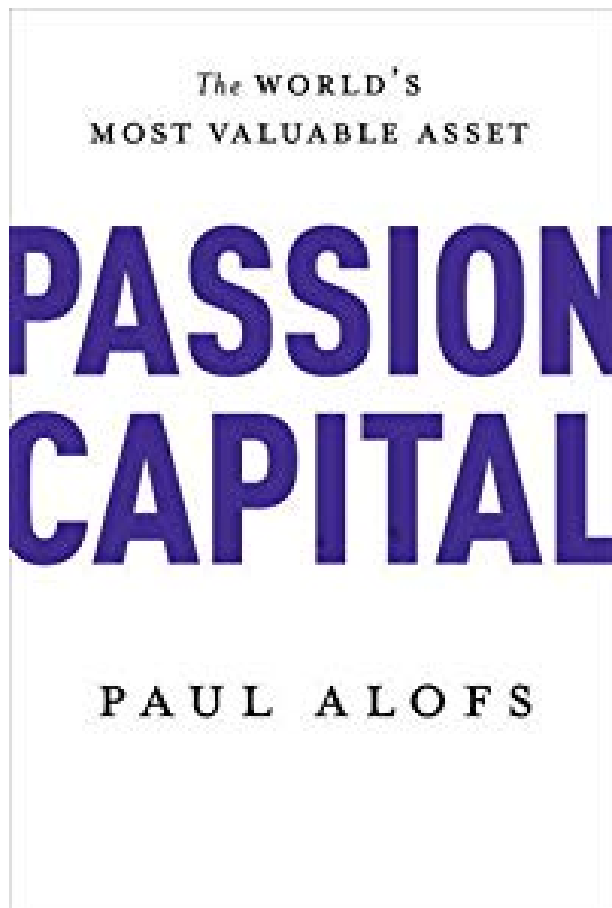


# Passion Capital: The World's Most Valuable Asset



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Passion Capital is a revolutionary asset that will completely change your idea of how to build long-term success for your career, company, or cause. Ask leaders in any country this essential question: “What is your most valuable asset?” and they may suggest one of three traditional forms of capital – financial, human, or intellectual. These are intelligent, well-meaning answers but they are also completely wrong. More valuable than money, human resources, and intellectual property, Passion Capital is what separates leaders from followers, and innovators from imitators. It is the foundation upon which all other forms of capital are built. Passion is an emotion, but Passion Capital is tangible. It is the energy, intensity, and sustainability leaders use to build lasting value and competitive advantage. Organizations that possess Passion Capital – Apple, Johnson & Johnson, Four Seasons Hotels, the Montreal Canadiens, among others – lead their sectors, while those that rely on established forms of capital may get stuck in neutral and fail to achieve their full potential. Passion Capital presents seven principles for growing and investing in this new asset class and includes over fifty insightful stories drawn from business, not-for-profit, the arts sector, and politics. In this groundbreaking book, veteran business leader Paul Alofs ushers in a whole new way of thinking about the very definition of success and reveals how to acquire the world’s most valuable asset and apply it to your career, company, or cause.