NEW BERRETT-KOEHLER BOOK CAUSES NATIONAL DEBATE ON SHAREHOLDER PRIMACY DOCTRINE

Berrett-Koehler Publishers, Inc.

Steven Piersanti, spiersanti@bkpub.com

**“Whose Company Is It? A controversial new book has rekindled the debate over shareholder value and the purpose of the public corporation.”** That’s the headline of a feature article in the November 15, 2012, issue of *Chief Financial Officer Magazine.* The article focuses on Berrett-Koehler’s new book, *The Shareholder Value Myth*, by Lynn Stout, and includes contrasting views of the book by corporate financial leaders.  Here's a link:

[**http://tinyurl.com/bxpj62u**](http://tinyurl.com/bxpj62u)

This book has indeed launched a national debate about the cornerstone of today’s dominant business doctrine that shareholders’ interests must be placed above the interests of all other stakeholders of the corporation.

As an article on the Money page of *US News and World Report* states, "Ideas have consequences, we all know, but some have more consequence than others. If ever the business world generated a consequential idea, surely it's the notion of ‘shareholder value.’” The article then includes a hard-hitting interview with Lynn Stout knocking down this foundational business doctrine.

<http://bit.ly/TXkLGS>

And this debate is reaching all spectrums of society. *The Shareholder Value Myth* has twice received major coverage in *The New York Times*:

<http://nyti.ms/LCOK8N>

<http://ow.ly/dmlT5>

It has similarly been covered multiple times in the *Los Angeles Times*, such as this article:

[**http://tinyurl.com/a6pbae7**](http://tinyurl.com/a6pbae7)

It has received major coverage from many progressive media, such as Alternet and *Utne Reader*, as well as from numerous radio and television shows.

But what is most surprising is that it is also stirring up debate in conservative bastions, such as being featured multiple times in *Forbes*; here’s one example:

<http://ow.ly/dmlPU>

All told, *The Shareholder Value Myth* has already received over 60 media hits. See the attached list.