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# Passion Capital: The World's Most Valuable Asset

*Paul Alofs*

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**Passion Capital: The World's Most Valuable Asset** Paul Alofs

**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.

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