



Hello,

As with every edition of *Sattva* this year, the present one is also focused upon one man's belief and conviction in a powerful idea.

Long before organic food became a fad, John Mackey was deploying it to bring alive a wonderful stakeholder-centric approach to business.

The Video Review and Case Study illuminate the humanistic and the operational perspectives of Whole Foods Market's business paradigm.

Warmly,

[The Editorial Team](#)

[Video Review](#)

Whole Foods Market



"Whole Foods, Whole People, Whole Planet". Quixotic it may sound; but John Mackey was completely convinced of the need and gap in the market that craved for healthy, wholesome and natural food. This review traces Whole Foods Market's journey. [More](#).



[Case Study](#)

Whole Foods Market:
A stakeholder-centric enterprise

'There is no inherent reason why business cannot be socially responsible, ethical and profitable. It must view people not as resources, but as sources.' - John Mackey

This case study comprehensively documents the Whole Foods Market Inc. story. A saga that started as a single store in 1980 and has grown into a chain of 431 stores across the USA, Canada, and the UK.

It deconstructs the company's elements that have combined to form the chain's unique character and and its evolution over time. [More](#)

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