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## **Ethics, Leadership and Profitability at Heart of Blog about Noble Business**

BATH, ME, *May 29, 2008*--A new business blog for CEOs, executives and business owners, [Notes on Noble Business](#), was recently launched by Darwin Gillett, founder and president of [Noble Business Solutions](#), a company that advises its clients to combine ethics with people power to create sustainable business success.

“The blog is for those who are interested in developing competitive advantage that results in ongoing profitability,” says Gillett, who is the creator of *Noble Enterprise*, a business model that is a proven strategy for serving multiple stakeholders in a way that is ethical and profitable—and that puts people at its core.

“My business model demonstrates that leading with a conscience and heart is the only way to create genuine, sustainable profit in today’s challenging business environment,” says Gillett, who adds, “Notes on Noble Business will focus on concrete ways that businesses and individual leaders are drawing forth the full range of human energy available to create business success far beyond the norm.”

In addition, Gillett will blog about his personal journey and how he came to create the *Noble Enterprise* business model. Future plans involve inviting guest bloggers, on occasion, to author posts.

Recent posts on Notes on Noble Business include an examination of Wal-Mart, and the story of a successful Wall Street investment executive who for twelve years has also been helping a [little boy who started out as a crack baby](#).

Another post reflects on Gillett’s recent experience of co-leading a [seminar about the Noble Enterprise model at the Olin School of Business](#) at Washington University in St. Louis.

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The *Noble Enterprise* business model comes out of years of Gillett's research, and his work with scores of companies in helping them to ignite a deep sense of purpose and passion in an often ordinary group of people as they collaborate to turn their companies into industry leaders.

Gillett's forthcoming book, *Noble Enterprise: The Commonsense Guide to Uplifting People and Profits*, is due out early this summer. The book has received several significant endorsements, such as this one from Peter D. Moore, Business Strategy Advisor and Founder of Snowmass Forum in Colorado: "Darwin Gillett's Noble Enterprise shows you how you can bring the very best of who you are to your job rather than leaving it at the door. He has effectively linked the intersection between humanity and profits."

Dar Gillett is a business author and international speaker on strategies for building competitive advantage and sustainable success. With degrees from Yale and Chicago in economics and business, Dar has pioneered in the field of strategic planning and the leadership of knowledge-based businesses. He provides consulting and executive coaching for leaders of multi-national corporations as well as smaller businesses, helping them lead their companies to new heights.

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**Link to online press kit:** <http://www.noblebusinesssolutions.com/pressroom.html>