

Good for Business is a coalition of business and thought leaders who desire to see **corporations empowered to pursue excellence in business, shareholder value, and the common good** free from activist demands. G4B has outlined four core principles that will advance a strong and healthy corporate environment across the country, where innovation, talent, and the free market can thrive.

STATEMENT OF PRINCIPLES ON THE PURPOSE OF A CORPORATION:

1 We affirm that the proper purpose of business is to advance human flourishing by **creating economic value through excellence** in the provision of goods and services.

2 We affirm that the boards of directors and managers of traditional, for-profit business corporations, whether publicly traded or privately held, are **principally accountable to their shareholders (i.e., owners)** whose goals they pursue and whose resources they steward.

3 **We reject the politicization of business** and the efforts by various campaigns and constituencies to compel corporations to the forefront of political controversies. This politicization, which places the advocacy of certain ideological programs above the generation of economic value and profit through excellence in the provision of goods and services, frequently reflects a failure of accountability to shareholders. Such politicization only drives division, imperils civil liberties, and detracts from the ability of businesses to fulfill their proper purpose. Neither business nor society is well served by such politicization.

4 **We embrace a positive role for business** to advance justice, civil liberties, and public welfare by conducting its business well—i.e., by fulfilling its proper purpose—and not by politicizing its business.