

The Responsible Company What Weve Learned From Patagonias First 40 Years Yvon Chouinard

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The Responsible Company: Lessons From Patagonia's First 40 Years
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The Responsible Company shows companies how to reduce the harm they cause, improve the quality of their business, and provide the kind of meaningful work everyone seeks. It concludes with specific, practical steps every business can undertake, as well as advice on what to do, in what order.

~~The Responsible Company: What We've Learned from Patagonia ...~~

The Responsible Company , by Yvon Chouinard, founder and owner of Patagonia, and Vincent Stanley, co-editor of its Footprint Chronicles, draw on the their 40 years' experience at Patagonia | and knowledge of current efforts by other companies | to articulate the elements of responsible business for our time. Patagonia, named by Fortune in 2007 as the coolest company on the.

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~~The Responsible Company: What We've Learned from Patagonia ...~~

In The Responsible Company, the authors/founder & co-owner of Patagonia, Yvon Chouinard along with his nephew & sometimes Patagonia employee, Vincent Stanley|have a starting point which concludes that there is no responsible company, rather companies that are choosing to take different steps towards being responsible to all of their stakeholders. The book is a road-map of sorts to help employees and businesses identify their environmental and social short-comings, and take steps to ...

~~Book Review of |The Responsible Company: What We've ...~~

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| The Responsible Company: What We've Learned from Patagonia's First 40 Years by Yvon Chouinard and Vincent Stanley articulate the elements of responsible business This book is a clear, concise place to begin | Building a Regenerative Culture at Pukka Herbs: Read this case study with Sebastian

~~Kindle File Format The Responsible Company What Weve ...~~

The Responsible Company is surprisingly hard to put down and the antidote to all the discouraging news about corporate America. Simple in concept, it describes clearly and succinctly why we need to revamp our collective business practice before the planet's resources run out, then provides practical checklists for how to go about it.

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In this newly revised 10th anniversary edition, Yvon Chouinard|legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.|shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, Let My People Go Surfing is the story of a man who brought doing good and having grand adventures into the heart of his business life-a book that will deeply affect entrepreneurs and outdoor enthusiasts alike. "This is the story of an attempt to do more than change a single corporation|it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis."|From the Foreword by Naomi Klein, bestselling author of This Changes Everything

Presents a collection of essays and photographs offering insights into outdoor sports and one's relationship with the natural world

For over twenty years, Patagonia has organized a Tools Conference, where experts provide practical training to help make activists more effective. Now Patagonia has captured Tools' best wisdom and advice into a book, creating a resource for any organization hoping to hone core skills like campaign and communication strategy, grassroots organizing, and lobbying as well as working with business, fundraising in uncertain times and using new technologies. Patagonia hopes the book will be dog-eared and scribbled in; a solid, inspiring guide and reliable companion. The book is organized in two sections: Strategies, and Tools. Each chapter, written by a respected expert in the field, covers essential principals as well as best practices. A hands-on case study accompanies each chapter and demonstrates the principles in action. Sprinkled throughout are inspirational thoughts from acclaimed activists, such as Jane Goodall, Bill McKibben, Wade Davis, Annie Leonard, and Terry Tempest Williams. An activist's companion in the environmental movement.

"When most people think of corporate responsibility, they are focusing on a business's effect on and relationship to stakeholders. A Responsible Business sees stakeholders as full partners and meaningful instruments for the evolution of healthier communities and more successful businesses." |from the Introduction The Responsible Business offers a new and strategic approach to doing business that holistically integrates responsibility into all aspects of an organization, allowing for returns at every level, business and social. This book goes beyond the often well intentioned but limited attempts at sustainability to present a framework that allows organizations to bring responsibility into everything they do and re-imagine success. From innovation, product development, and production processes to business management, strategic planning, and shareholder development, the author shows how being a Responsible Business is a practical skill that can be applied day-to-day at every level of the business. No longer just the role of a department or the job of CSR professionals, successful responsibility and business efforts start at the business level, are then taken to the corporate level, and are finally applied throughout the organization. The Responsible Business outlines a framework for building a responsibility and consciousness infrastructure that applies a living systems view to the business and inspires all of its stakeholders, including shareholders. Throughout the book, illustrated by examples from technology to manufacturing, large and small, public and private, Sanford demonstrates how to make responsibility integral to all aspects of a business as an engine for innovation, profitability, and purpose. Praise for The Responsible Business "This is a very significant book. It makes it clear that businesses have a single boss with five interrelated aspects. The stories are among the crispest, most evocative case histories I have seen. The book is for any corporate leader trying to do the impossible: create a business that recreates the world." |Art Kleiner, editor-in-chief, strategy + business, and author, The Age of Heterics "Carol Sanford offers us a proven, practical, and systems-based approach that integrates five stakeholder groups into a business system working as an integral whole. Essential reading for leaders wanting a system framework for sustainability and business success!" |Otto Scharmer, MIT Sloan senior lecturer; author, Theory U: Leading from the Future as it Emerges; and coauthor, Presence "The Responsible Business challenges many assumptions corporate leaders, investment advisors, and sustainability experts have long taken for granted. It provides a road map that can help innovative businesses think about how to be truly transformational." |Sam Ford, Fast Company expert blogger and director, Peppercom "The powerful concepts in The Responsible Business have changed the process of sustainable development and how communities truly thrive. Indeed, these proven approaches will be the roadmap to truly achieve the deepest level of living communities." |Bill Reed, founding member of LEED System and coauthor, The Integrative Design Guide to Green Building "Critical for re-imagining the future of business. Rarely a day goes by that I do not call on this way of thinking and looking at the world. It is useful for taking on the big business decisions that so many of us face every day." |Chad Holliday, chairman, Bank of America

Through a compilation of his many articles on sports, from falconry to fishing and climbing to surfing, along with musings on the purpose of business and the importance of environmental activism, the author reveals his extraordinary and varied life experiences.

Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business|led by well-known icons like Patagonia and Ben & Jerry's| as well as disruptive upstarts like Warby Parker and Etsy|recently covered by the New York Times, the Economist, the Wall Street Journal, Entrepreneur, and Inc. Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B Corporations|B Corps for short|and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for|and enjoy the benefits of|B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step |quick start guide|: on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

|More than ever before, this is the book our economy needs. | | Dr. Rajiv Shah, president of the Rockefeller Foundation |Unwilling to settle for easy answers or superficial changes, O'Leary and Valdmanis push us all to ask more of our economic system. | | Senator Michael F. Bennet This provocative book takes us inside the fight to save capitalism from itself. Corporations are broken, reflecting no purpose deeper than profit. But the tools we are relying on to fix them|corporate social responsibility, divestment, impact investing, and government control|risk making our problems worse. With lively storytelling and careful analysis, O'Leary and Valdmanis cut through the tired dogma of current economic thinking to reveal a hopeful truth: If we can make our corporations accountable to a deeper purpose, we can make capitalism both prosperous and good. What happens when the sustainability-driven CEO of Unilever takes on the efficiency-obsessed Warren Buffett? Does Kellogg's|a company founded to serve a healthy breakfast|have a sacred duty to sell sugary cereal if that's what maximizes profit? For decades, government has tried to curb CEO pay but failed. Why? Can Harvard students force the university to divest from oil and gas? Does it even matter if they do? O'Leary and Valdmanis, two iconoclastic investors, take us on a fast-paced insider's journey that will change the way we look at corporations. Likely to spark controversy among cynics and dreamers alike, this book is essential reading for anyone with a stake in reforming capitalism|which means all of us.

|This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work. | |Seth Godin, author of This is Marketing |This book is a breath of fresh air. Read it now, and make sure your boss does too. | |Adam Grant, New York Times bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg When fast-scaling startups and global organizations get stuck, they call Aaron Dignan. In this book, he reveals his proven approach for eliminating red tape, dissolving bureaucracy, and doing the best work of your life. He's found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more. Is there any hope for a solution? Haven't countless business gurus promised the answer, yet changed almost nothing about the way we work? That's because we fail to recognize that organizations aren't machines to be predicted and controlled. They're complex human systems full of potential waiting to be released. Dignan says you can't fix a team, department, or organization by tinkering around the edges. Over the years, he has helped his clients completely reinvent their operating systems|the fundamental principles and practices that shape their culture|with extraordinary success. Imagine a bank that abandoned traditional budgeting, only to outperform its competition for decades. An appliance manufacturer that divided itself into 2,000 autonomous teams, resulting not in chaos but rapid growth. A healthcare provider with an HQ of just 50 people supporting over 14,000 people in the field|that is named the |best place to work| year after year. And even a team that saved \$3 million per year by cancelling one monthly meeting. Their stories may sound improbable, but in Brave New Work you'll learn exactly how they and other organizations are inventing a smarter, healthier, and more effective way to work. Not through top down mandates, but through a groundswell of autonomy, trust, and transparency. Whether you lead a team of ten or ten thousand, improving your operating system is the single most powerful thing you can do. The only question is, are you ready?

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