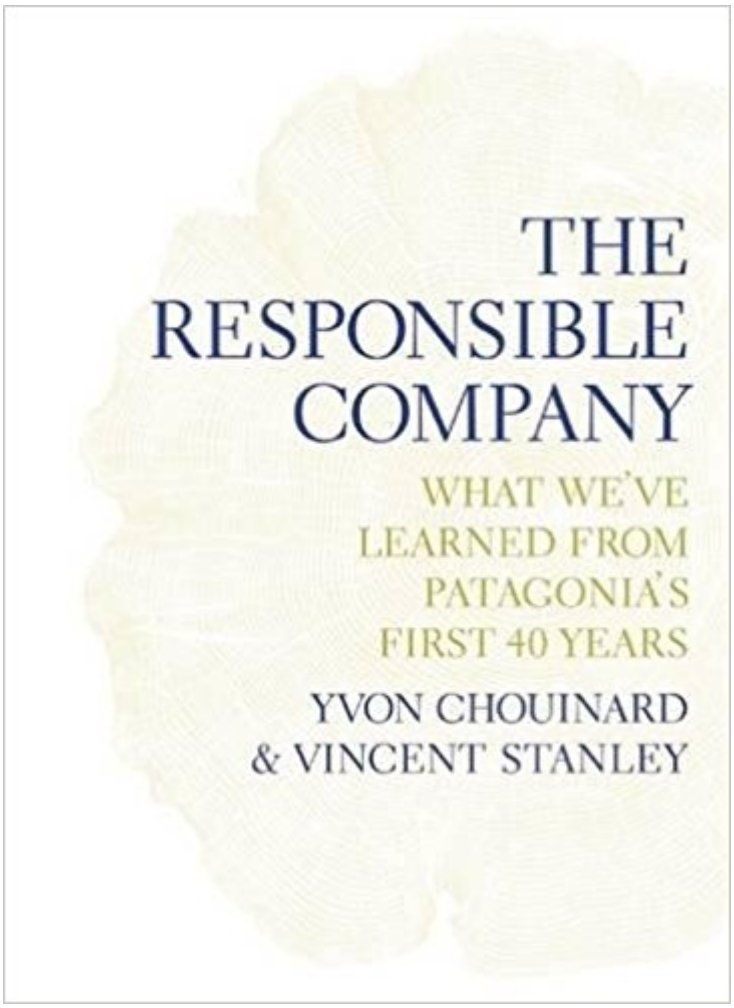
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# The Responsible Company: What We've Learned From Patagonia's First 40 Years




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## Synopsis

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 planet, has earned a reputation as much for its ground-breaking environmental and social practices as for the quality of its clothes. In this exceptionally frank account, Chouinard and Stanley recount how the company and its culture gained the confidence, by step and misstep, to make its work progressively more responsible, and to ultimately share its discoveries with companies as large as Wal-Mart or as small as the corner bakery.In plain, compelling prose, the authors describe the current impact of manufacturing and commerce on the planetÃ¢â ¬â„¢s natural systems and human communities, and how that impact now forces business to change its ways. 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.This is the first book to show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust youÃ¢â ¬â„¢ll need by treating your workers, customers and communities with respect.

## Book Information

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## Customer Reviews

Ã¢â ¬Å“If you have any doubt at all that doing right by the natural world is good for the bottom line, please, stop right now, wherever you are, find a seat, put the smartphone on mute, and read this freaking book. Yvon and Vincent arenÃ¢â ¬â„¢t here to bum you out about a planet turning to desert, or to shame you into anything. They affirm that the ingenuity and hard work required to clean up our offices and industries will be the most rewarding (and profitable) work we do.Ã¢â ¬Â•--Brad Wieners, Executive Editor, Bloomberg BusinessWeek

Ã Â Over the past 40 years, Patagonia has consistently done the outrageous and unusual -- switched to exclusive use of organic cotton clothes, introduced recycled (and recyclable) underwear and fleece, and created an interactive website, the Footprint Chronicles, to clue customers in to the social and environmental impact of Patagonia's products. The company's Common Threads Initiative redefines the relationship between company and customer, to help reduce consumption, wrest the full life out of every product made, and recycle or repurpose what can no longer be used.Ã Â About PatagoniaPatagonia, Inc. is a Ventura, California-based outdoor clothing company, founded in 1973 by Yvon Chouinard, with current annual sales of over $500 million. Its reason for being: build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.Ã Â

Yvon Chouinard, the founder of Patagonia, presents a model for companiesto run their businesses today and into the future.He shows us how Patagonia creates innovative products, does minimal or no harmto the environment, creates meaningful jobs, earns the trust of its workers and thecommunity, and builds a strong bottom line.It is simple, makes sense, and is being adopted by big companies who recognizeits wisdom

Great read

This is a very beautiful book. Its honest, trutfull and compelling.Patagonia is teaching us how to run a business and be profitable while staying truth to our core values and commitment to save the world.Similar to what Atul Gawande did with hisÃ Â The Checklist Manifesto: How to Get Things RightÃ Â Patagonia gives us actual steps to move onward leading a green change in both, our companies and personal lives.This is how a company should be lead.The book inspires and its an eye opener.Its an absolutely must.

As I was forced to read this book for a class I had low expectations. I was very surprised on how much I learned from such a short read. This book isn't just about how successful Patagonia is it speaks a lot of truth about their mistakes and them working toward sustainability. Chapter two is quite eye opening. Worth your time.

The founders of Patagonia use their own experiences to lay out their vision for the actions of companies across disciplines and around the world. The book provides insight in into the development of Patagonia including the missteps and the success. Yvon Chounard and Stanley Vincent's success with the Patagonia clothing line demonstrates that companies don't have to sacrifice profit in order to be environmentally and socially responsible.

I really enjoyed this book! It has shaped my mind on how to be environmentally conscious and be more thoughtful into the clothes I chose to represent. Patagonia is a pretty cool company.

Demonstrates how doing the right thing for the right reasons = being a responsible (and successful) company. Well stated and well written.

Well told story of Patagonia's evolution as a company which is now recognized as a leader in corporate responsibility. This brief read includes resources so that you can implement change in your own workplace.

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