



The Soul of a Business: Managing for Profit and the Common Good

By Chappell, Tom

Bantam books, 1993. Hardcover. Book Condition: New. Dust Jacket Condition: New. From Booklist: Businesspersons like Ben Cohen and Jerry Greenfield of Ben & Jerry's Homemade, Anita Roddick of the Body Shop, and Paul Hawken, who founded Erewhon Trading Company and hosted PBS' "Growing a Business," represent a new breed of entrepreneur, blending profits and principles. All believe that it is possible to run an environmentally sensitive, socially responsible business and yet be successful. Less well known than the aforementioned, but of a similar mind, is Chappell, cofounder of Tom's of Maine, a firm that markets all-natural personal care products, with sales of \$17 million. Several years ago, after successfully building his company, Chappell still felt unfulfilled and entered Harvard Divinity School. He offers here his blueprint for corporate success, with an emphasis on spiritual and ethical values. David Rouse From Kirkus Reviews A down-east entrepreneur's slick and assured account of how he brought his company into the light, thereby showing the way for less advanced enterprises. In a narrative dense with buzzwords and bywords ('`authenticity," ``community," ``cultural diversity," ``mission statements," ``social responsibility," etc.), Chappell recounts how he founded Tom's of Maine in 1970 with the help of his wife, Kate....

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