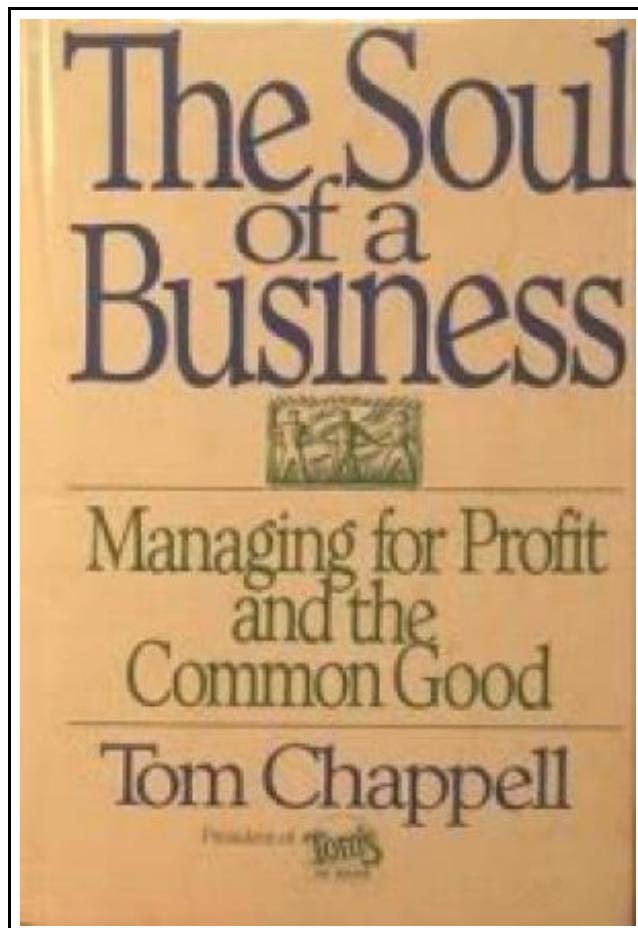


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THE SOUL OF A BUSINESS: MANAGING FOR PROFIT AND THE COMMON GOOD

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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. At first, the Kennebunk-based concern prospered modestly by vending--originally through health-food stores--toothpaste and other personal-care products made from natural ingredients (with due care for the environment). But despite the firm's success in niche markets and subsequent acceptance by mainstream retailers, the author became vaguely discontented during the mid-1980's. In search of ease, he enrolled (at fortysomething) at the Harvard Divinity School, running the company part time; upon graduating in 1990, he returned to Tom's of Maine with a host of ideas about how to live up to the Quaker maxim of doing well by doing good. Here- -with as much...

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