



The Good Company

Robert Girling

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In **THE GOOD COMPANY**, Business Professor Robert Girling shares 18 inspiring case studies of new as well as established companies and social enterprises from around the world that are making our planet better by meeting human needs of their employees, suppliers and customers. The companies in the book meet the environmental challenge by developing sustainable technologies and production systems. Professor Girling states why we need companies to restore our communities, repair our ecosystems, and provide meaningful work. In plain language, the author explores the nature of companies in today's economy, why we need a new type of corporation, and the organizations leading the movement toward change. **THE GOOD COMPANY** has good news: there are a growing number of companies—good companies—that are healing the world by giving back to the community and introducing planet-saving innovations. And here's the bottom line Good Companies are profitable. By reading this book you will learn about how companies like Clif Bar, Triodos Bank, Natura Cosmeticos, Google, Give Something Back and many more do what is right. The author helps you ponder—and begin to answer—the question: “What can I do to join the march to address the world's social and environmental challenges?” In the concluding chapter, the author points to the proven keys you need to start a good company. By keeping chapters short the author allows the reader to browse and select the topics and stories of greatest interest. Each chapter is self-contained, providing a range of insights as well as inspiration and a certainty that there is hope for the future.

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