

# The Responsibility Revolution: How the Next Generation of Businesses Will Win



How to create a company that not only sustains, but surpasses—that moves beyond the imperative to be less bad and embrace an ethos to be all good. From the Inspired Protagonist and Chairman of Seventh Generation, the country's leading brand of household products and a pioneering good company, comes a one-of-a-kind book for leaders, entrepreneurs, and change agents everywhere. The Responsibility Revolution reveals the smartest ways for companies to build a better future—and hold themselves accountable for the results. Thousands of companies have pledged to act responsibly; very few have proven that they know how. This book will guide them. The Responsibility Revolution presents fresh ideas and actionable strategies to commit your company to a genuine socially and environmentally responsible business and culture, one that not only competes but wins on values. Points the way for innovators and influencers to generate trust by becoming transparent, elicit people's passion and creativity, turn customers into collaborators, transform critics into allies, rewrite the rules and reinvent business. Shows how to build a socially and environmentally responsible yet genuinely good company and an authentic brand. Drawing on groundbreaking interviews with real-world change leaders, Hollender and Breen present lessons and insights from the good company parts of big companies like IBM and eBay, trailblazers like Patagonia and Timberland, and emerging dynamos like Linden Lab and Etsy. The Responsibility Revolution equips people with the tactics, models, and mind-sets they need to compete in a world where consumers now demand that companies contribute to the greater good.

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