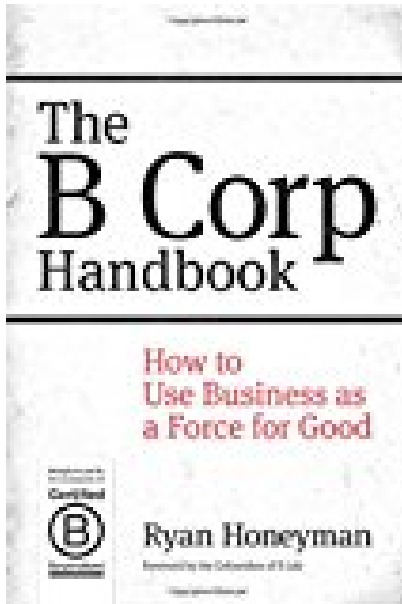


The B Corp Handbook How to Use Business as a Force for Good



BOOK DETAILS

- Author : Ryan Honeyman
- Pages : 224 Pages
- Publisher : Berrett-Koehler Publishers
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BOOK SYNOPSIS

Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business—led by well-known icons like Patagonia and Ben & Jerry's as well as disruptive upstarts like Warby Parker and Etsy—recently covered by the New York Times, the Economist, the Wall Street Journal, Entrepreneur, and Inc. Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step “quick start guide” on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

THE B CORP HANDBOOK HOW TO USE BUSINESS AS A FORCE FOR GOOD

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