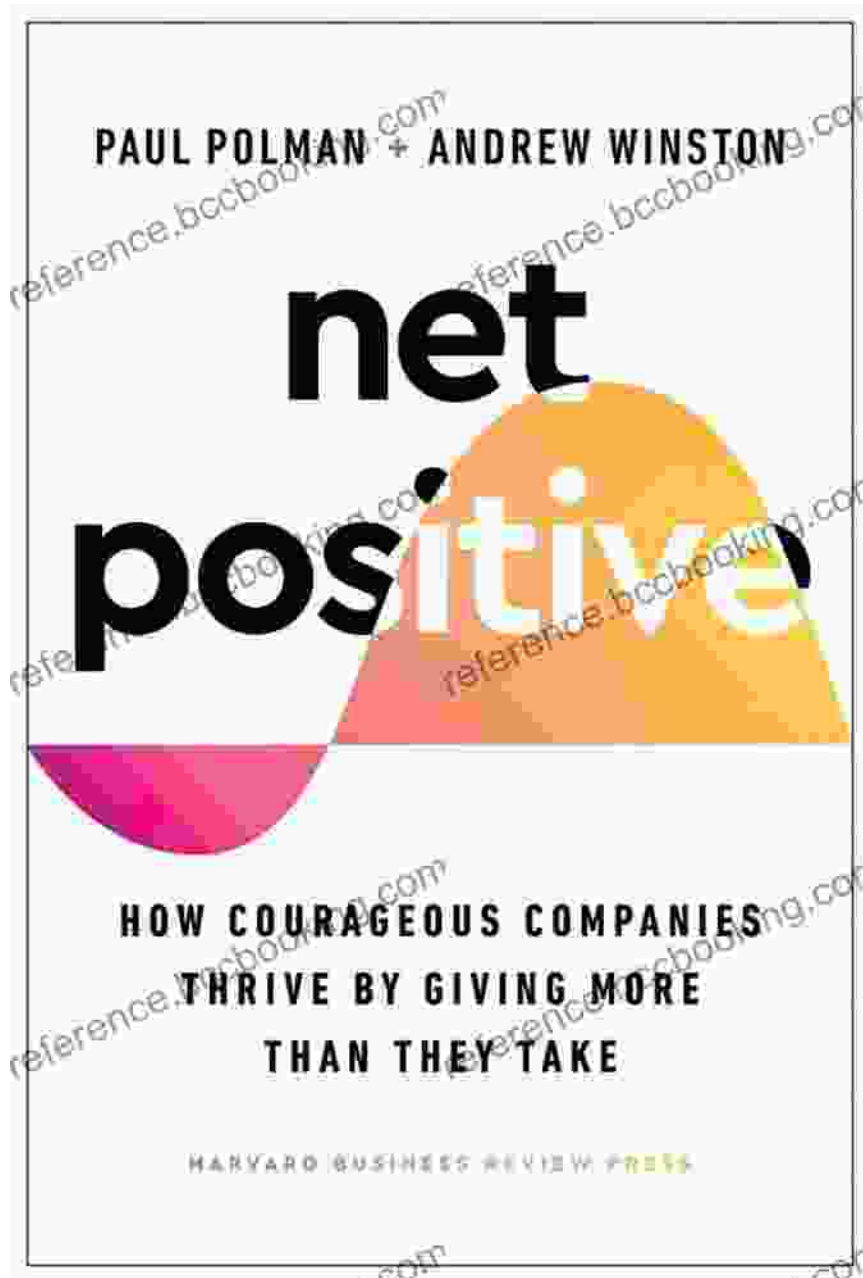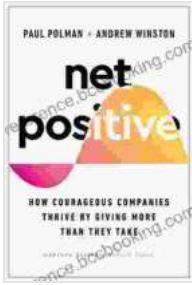# How Courageous Companies Thrive by Giving More Than They Take

Net Positive: How Courageous Companies Thrive by Giving More Than They Take by Andrew S. Winston

★★★★☆   4.7 out of 5

Language   : English

File size	: 5102 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 446 pages

In a world where greed and self-interest often seem to prevail, it's refreshing to see companies that are taking a different approach. Companies that are choosing to give more than they take, and in ng so, are not only achieving remarkable results but also making a positive impact on their communities and the world at large.

In his new book, **How Courageous Companies Thrive by Giving More Than They Take**, author John Mackey, co-founder and CEO of Whole Foods Market, shares the stories of these courageous companies and the lessons we can learn from their success.

Mackey argues that the traditional model of business, based on maximizing profits at all costs, is no longer sustainable. In today's world, consumers are increasingly demanding that companies be responsible and ethical. They want to do business with companies that share their values and that are making a positive contribution to society.

Courageous companies are responding to this demand by embracing a give-first approach. They are putting the needs of their customers, employees, and communities ahead of their own profits. And they are seeing amazing results.

For example, Patagonia, a leading outdoor apparel company, has a long history of giving back to the environment. The company donates 1% of its sales to environmental causes, and it has also created a program to repair and recycle its products.

As a result of its commitment to sustainability, Patagonia has built a loyal following of customers who are willing to pay a premium for its products. The company has also been recognized for its environmental leadership, winning numerous awards, including the National Wildlife Federation's Conservation Achievement Award.

Another example of a courageous company is Warby Parker, an online eyeglass retailer. Warby Parker has a program called "Buy a Pair, Give a Pair," which provides a pair of eyeglasses to someone in need for every pair of glasses sold.

Since its launch in 2010, Warby Parker has donated over 1 million pairs of eyeglasses to people in need. The company has also been recognized for its social impact work, winning the Fast Company Innovation by Design Award.

The stories of Patagonia and Warby Parker are just two examples of how courageous companies are thriving by giving more than they take. These companies are proving that it is possible to be profitable and responsible at the same time.

Mackey believes that the give-first approach is a win-win for businesses and society. By putting the needs of others ahead of their own, businesses can create a more sustainable and just world.

If you are looking for a book that will inspire you to make a difference in the world, then I highly recommend **How Courageous Companies Thrive by Giving More Than They Take**. This book is a must-read for anyone who wants to create a more just and sustainable future.
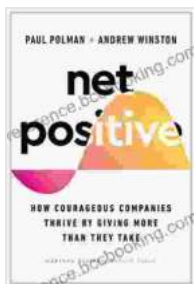
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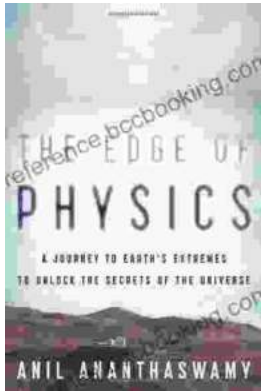
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