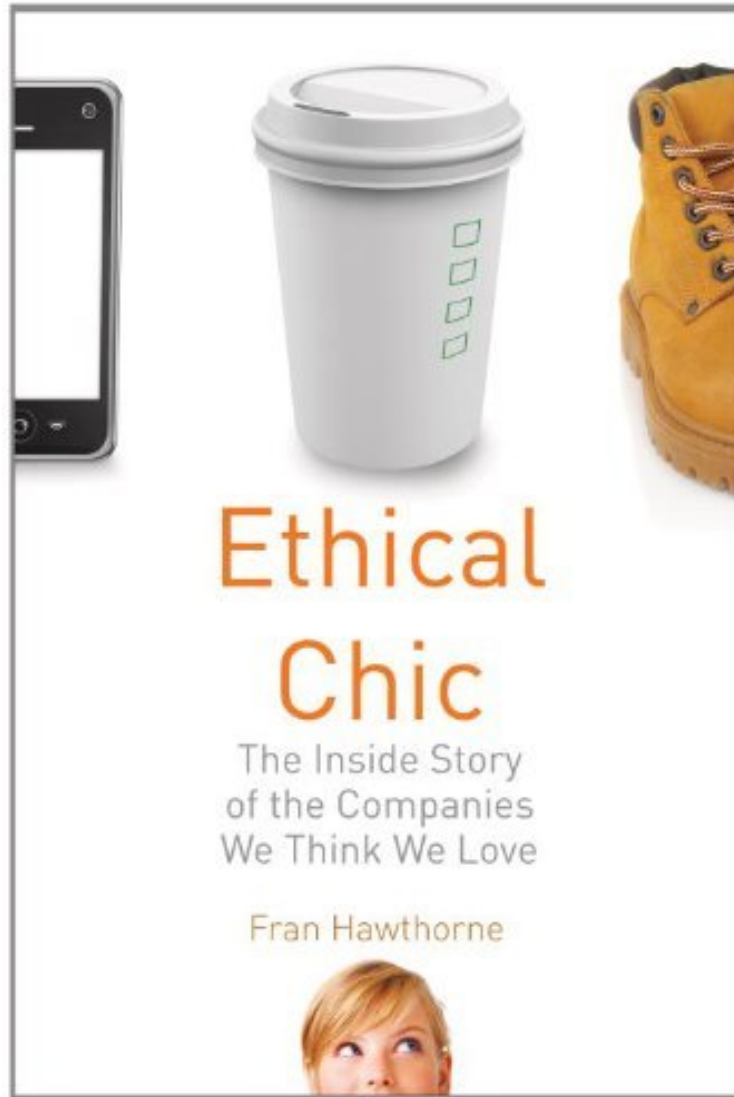


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# Ethical Chic: The Inside Story of the Companies We Think We Love

*Fran Hawthorne*

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**Fran Hawthorne : Ethical Chic: The Inside Story of the Companies We Think We Love** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ethical Chic: The Inside Story of the Companies We Think We Love:

0 of 0 people found the following review helpful. Tough, Thorough Look at Leading Company Claims of Corporate Social Responsibility By Jerry Polner Fran Hawthorne's Ethical Chic takes a hard look at something most of us haven't thought about in years -- whether the companies with reputations for being good for the environment, worker rights, or

public health really deserve the credit they're getting. Are corporations like Starbucks, Timberland, and Trader Joe's really better, and if not, where do they fall short? You'll probably be surprised at a lot of the things that Apple does wrong or that American Apparel does right. None of these companies emerge unblemished, but the true heroes of Ethical Chic are the unsung non-profits who do the under-funded and tedious work of investigating corporate behavior, measuring each company's achievements against international standards, and holding their misdeeds up to public scrutiny. Groups like the Interfaith Center on Corporate Responsibility, Climate Counts, and the Human Rights Campaign ask the difficult questions: Is it possible to sell leather products without encouraging some mistreatment of animals? Can you source electronics production in China without abusing workers? Ethical Chic provides a well-written, hard-charging account of the state of the art in corporate social responsibility. 0 of 0 people found the following review helpful. thoughtful and thorough analysis

By Darcy

Ethical Chic is a well-executed examination of several companies commonly considered "socially responsible." Ms. Hawthorne does a good job of maintaining neutrality and exploring the topic from all available angles. Though she does offer her own conclusions, there is enough information for a savvy reader to make their own decisions as well. To me, this is a book that encourages the consumer to make informed decisions, rather than trying to coax readers into shopping with a certain, prescribed set of values. Ms. Hawthorne's writing is accessible, clear and engaging. It makes this fact-filled book a quick, easy and enjoyable read. 0 of 0 people found the following review helpful. Expected more depth

By jimvermont

While this author did do her research and performed a thorough analysis of the companies she reviews, I am disappointed at the basic scale that was used. Obviously this kind of book is very subjective and I don't seem to agree with the author's conclusions after reading through the research. I fail to understand some of the more positive ratings that are given out to companies that have obvious social and environmental problems. I am not a professional or even amateur reviewer and won't go into detail other than to say the book was rather dull reading and that I could not agree with any of the author's conclusions. I would not recommend this.

In this age of social activism, pinpoint marketing, and immediate information, consumers demand everything from the coffee, computer, or toothpaste they buy: an affordable, reliable product manufactured by a company that doesn't pollute, saves energy, treats its workers well, and doesn't hurt animals—oh, and that makes them feel cool when they use it. All companies would love to have that kind of reputation, and a handful seem to have achieved it. But do they deserve their haloes? What does it take to become so admired? Can a company make a profit doing so? And how can consumers avoid being tricked by phony marketing?

Ethical Chic, award-winning author Fran Hawthorne takes her investigative-journalism skills—honed from more than two decades as a business journalist—to analyze six favorites: Apple, Starbucks, Trader Joe's, American Apparel, Timberland, and Tom's of Maine.