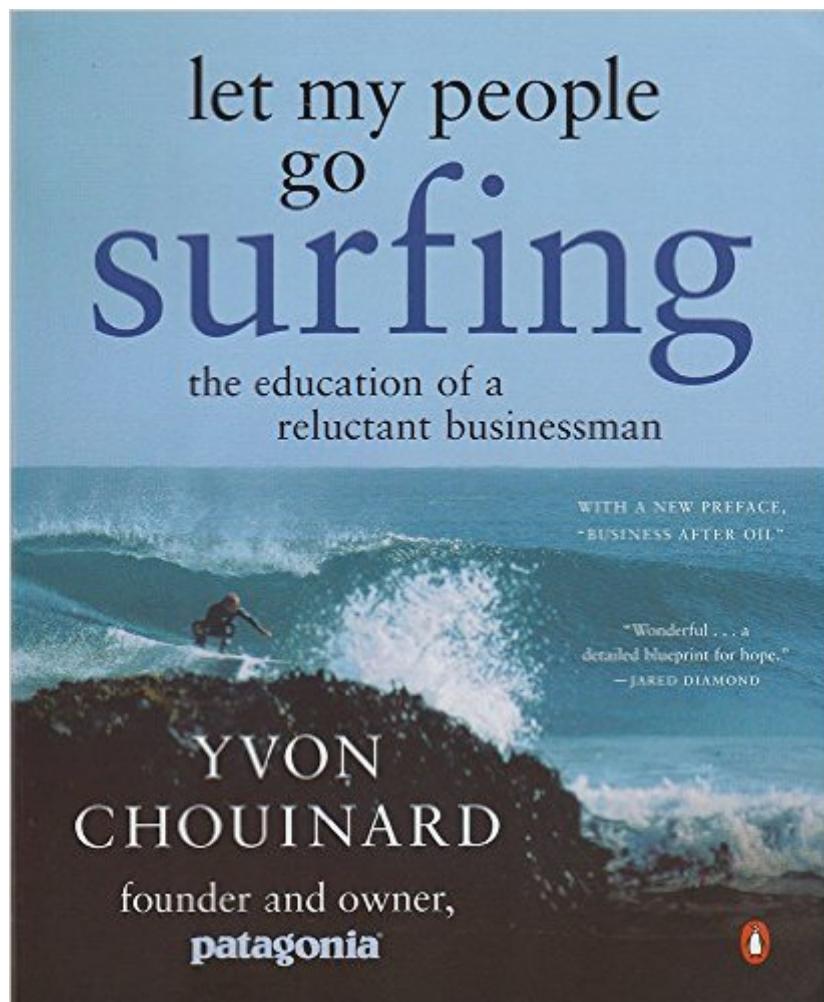


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# Let My People Go Surfing: The Education Of A Reluctant Businessman



## **Synopsis**

Yvon Chouinard-legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.-shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian blacksmith to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, Let My People Go Surfing is the story of a man who brought doing good and having grand adventures into the heart of his business life-a book that will deeply affect entrepreneurs and outdoor enthusiasts alike. A newly revised edition of Let My People Go SurfingÂ is available now.Â

## **Book Information**

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## **Customer Reviews**

When Jim S. loaned me a copy of this book, Let My People Go Surfing: The Education of a Reluctant Businessman, by Patagonia founder Yvon Chouinard, I really expected it to be another contribution to the genre of business books regarding the topic "how I made my millions, and now you can, too." If success can come from a formulaic process, there should be more millionaires running around, right? But that's not what this book is about. Chouinard never claims that by following his plan, success is guaranteed. Instead, he discusses how his philosophy is entwined into all aspects of Patagonia, from how he treats his employees to what he expects from his suppliers to what he will not compromise on. So I bought my own copy. It was inspiring to me, so much so that I tried to get my employer to develop, with the employees, a statement of Our Values that we could

them apply to... everything. I even gave a copy of my boss.No dice. We were to develop a "committee" to draft up a new mission statement. There's a process for obscuring values!So, for me, it is a process of one, following the mantra of Margaret Mead's "Never doubt that a small group of thoughtful people could change the world. Indeed, it's the only thing that ever has." I'm adding myself to that small group.What does Chouinard claim?First, he outlines a series of Values that Patagonia's board of directors adopted to drive the company's policies (p. 72-73). It begins with the statement, "We begin with the premise that all life on Earth is facing a critical time, during which survivability will be the issue that increasingly dominates public concern..."

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