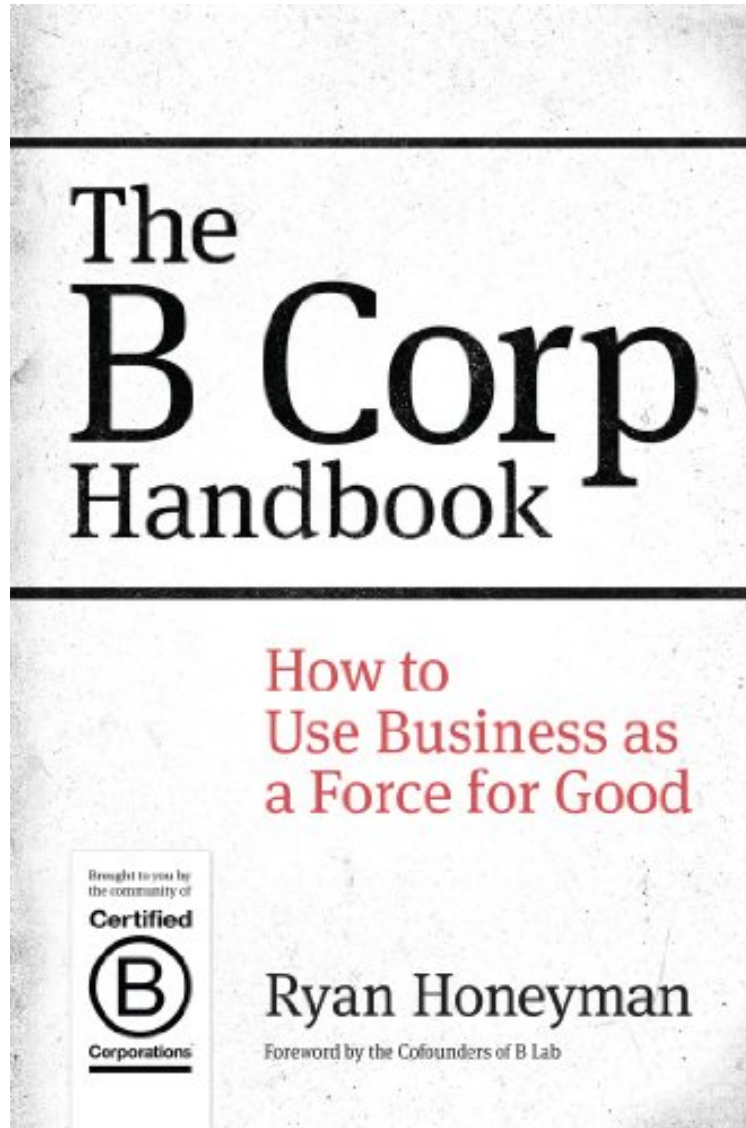


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The B Corp Handbook: How to Use Business as a Force for Good

Ryan Honeyman

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Ryan Honeyman : The B Corp Handbook: How to Use Business as a Force for Good before purchasing it in order to gage whether or not it would be worth my time, and all praised The B Corp Handbook: How to Use Business as a Force for Good:

0 of 0 people found the following review helpful. A Required resource for those considering changing how they do businessBy DLG60The B Corp Handbook is excellent through and through. It is a great resource for those wanting an overview of the why and what of certifying as a B Corp. The overview provides the ten benefits of becoming a B Corp, from B Corps themselves. Ryan provides a concise review of components that are part of The B Impact Assessment, answering a host of questions one would have about the Assessment tool itself and the value, purpose and

importance of each component. This work doesn't treat the topic of certification mechanically. The whole idea of B Corps is to think and act differently and ultimately through a paradigm shift on what it means to be in business. Ryan integrates the paradigm shift eloquently in this how to manual. Additionally, a host of B Corp interviews are peppered throughout the book to give one insight into the perspective of those that have gone through the process of certifying. To align with this work being a true manual, Ryan walks one through a 6 week process of evaluation and action referred to as a Quick Start Guide. This Handbook fits the bill as the User Manual for assessing, deciding then taking action to evolve one's business or start a new one that aligns with integrating social and environmental performance into the ethos of the company. 1 of 1 people found the following review helpful. The B Corp Handbook delivers 100% on the subtitle of "How to Use Businesses as a Force for Good." By Charlie BAs a Community Economic Development specialist, I am so grateful to the author for helping introduce the significant accomplishments made by the non-profit B Lab and cofounders Jay Cohen Gilbert, Bart Houlahan and Andrew Kassoy. I honor the three of them for being so devoted to helping support Benefit Corporation legislation in the US and certifying over 1,000 B Corps world-wide that they authorized others like Ryan Honeman to publish their GOOD Works! I have bought and given away several copies to associates in the fields of community development, social entrepreneurship, infopreneurship, crowd funding and crowd financing. The B Corp Handbook delivers 100% on the subtitle of "How to Use Businesses as a Force for Good." 0 of 0 people found the following review helpful. Changed my perspective on corporations By Brittany Strobel This is a fantastic book for anyone who is looking to start up a business that actually makes a difference in the world or for someone who is looking for meaningful work, but feels that corporate jobs just couldn't possibly provide that sense of world purpose. It completely changed my outlook on the good that companies can do. And it made me prioritize working for a company with high values (which I am currently doing right now... though my company is not a B-Corp).

Join a Growing Movement: Learn how you can join a global movement to redefine success in business, led by well-known icons like Patagonia and Ben Jerry's, disruptive upstarts like Warby Parker and Etsy, and recently covered by The New York Times, The Economist, The Wall Street Journal, Inc., and Entrepreneur. 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 35 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.

"You ought to take a look at these B Corporations... we've got to get back to a society that doesn't give one class of stakeholders an inordinate advantage over others." - President Bill Clinton
I think B Corporations will make more profits than other types of companies." - Robert J. Shiller, winner of the 2013 Nobel Prize in Economics and Professor at Yale University
"B Corporations recast the goals of the traditional business enterprise. They are becoming more prevalent as a new breed of businessperson seeks purpose with the fervor that traditional economic theory says entrepreneurs seek profit." - Dan Pink, NYT bestselling author of To Sell Is Human and Drive
"The B Corp Handbook proves that any company can be pro-community, pro-business, and pro-environment--at the same time. Ryan shows that there does not have to be any tradeoffs between profitability and creating positive social change." - Suzanne DiBianca, President of the Salesforce.com Foundation
From the Author
"You ought to take a look at these B Corporations... we've got to get back to a society that doesn't give one class of stakeholders an inordinate advantage over others." (President Bill Clinton)
About the Author
Ryan Honeyman is a consultant, executive coach, keynote speaker, author, and founder of Honeyman Sustainability Consulting, a Certified B Corporation.