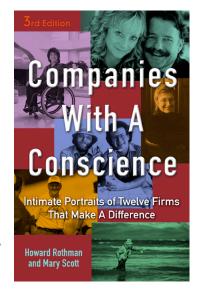
# **Companies With A Conscience** Intimate Portraits of Twelve Firms That Make A Difference

## 3<sup>rd</sup> Edition

## Howard Rothman and Mary Scott

More than 10 years ago, Howard Rothman and Mary Scott uncovered a fledgling movement rapidly gaining

momentum in corporate America: the emergence of mid-sized businesses built specifically to foster social change as well as turn a profit. They studied examples in various industries before being the first to put a name to the practitioners companies with a conscience — and chronicle their findings in a best-selling 1992 book. Now, Rothman and Scott revisit their original work to produce a fully updated edition written for today's corporate realities. In an accessible but comprehensive manner it chronicles the range of Companies With A Conscience by profiling a dozen leading examples: America Works, ShoreBank, Ben & Jerry's Homemade, Greyston Bakery, Celestial Seasonings, Sunrise Medical,



Birkenstock, Patagonia, Stonyfield Farm, Tattered Cover Book Store, Kansas City Chiefs, and Interface Inc.

### Praise for Companies With A Conscience:

"Suppose you not only want to invest in (socially responsible) companies, but you want to turn your own into one. Then *Companies With A Conscience* might be just what you're looking for."

Stanley W. Angrist, <u>The Wall Street Journal</u>

"Companies With A Conscience should be read by every CEO (and concerned citizen) in this country." — Peter Mathiessen, Author

"A 21<sup>st</sup> Century look at the ... inner workings of innovative companies that strive to put real meaning and practical effort behind the concept of sustainability."

— Elaine Lipson, <u>Boulder Daily Camera</u>

"Companies With A Conscience is a book that's right for our times."

- Barry R. Weingast, Senior Fellow, Hoover Institute

*"Companies With A Conscience* is required reading in my 'Corporate Governance, Power and Responsibility' class. It fulfills the need for experiential examples of companies that seek to be socially responsible. Business persons will benefit from it."

- Constance Bagley, Lecturer of Law and Management, Graduate School of Business, Stanford University

### Now available!

ISBN: 0-9722741-5-4 \$15.95, 257 pages For more information, contact: Myers Templeton Publishers, 303-322-4033 Email: compsconscience@comcast.net Web: CompaniesWithAConscience.com