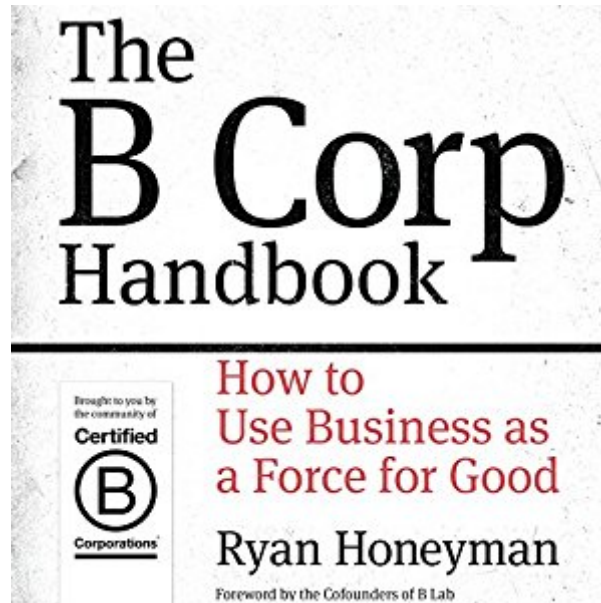


The book was found

# The B Corp Handbook: How To Use Business As A Force For Good



## Synopsis

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.

## Book Information

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## Customer Reviews

• We are in the midst of the evolution of capitalism from a century focused on maximizing shareholder value to one focused on maximizing long-term shared value. • Over the past three

decades, a set of bold new ideas promoting this transition has been gaining momentum in the worlds of business and finance. Innovative ventures such as Ben & Jerry's<sup>™</sup> Ice Cream, Calvert Funds, The Body Shop, Stonyfield Farm, and innumerable others have demonstrated to the satisfaction of growing numbers of businesspeople and investors that businesses thrive when they seek not just to make a profit for their shareholders or owners but to benefit all their stakeholders, including customers, employees, suppliers, and the communities where they do business, as well as the environment. Variouslly called "socially responsible businesses," "Triple Bottom Line companies," "values based businesses," or by many other labels, these ventures are proving that, in the 21st century, the only truly sustainable businesses are those that serve a mission greater than mere financial profit. Over this same period, several organizations have sprung up to promote this perspective and serve the entrepreneurs and investors who share it: Social Venture Network (1987), Investors' Circle and Business for Social Responsibility (1992), Net Impact (1994), and BALLE (the Business Alliance for Local Living Economies, 2001) cater in different ways to this new sector of the economy. Then, in 2006, three young men who had been friends as Stanford undergraduates nearly two decades previously came together to form what may in the final analysis prove to be the most consequential organization of them all: B Lab.

B Corporations are for-profit organizations which serve a variety of stakeholders rather than to enrich shareholders exclusively. Stakeholders include employees, the community, the environment, as well as the firm's owners. B stands for benefit. B Lab and Certified B Corps The main focus of this book is the Certified B Corporation. The certification process is administered by B Lab, a nonprofit organization that serves a global movement to redefine success in business so that one day all companies will compete not only to be the best in the world, but the best for the world. Any visitor to the B Lab website can view a simple report, similar to the nutritional label on a cereal box, that shows how each Certified B Corporation performed on the Workers, Community, Environment, and Governance sections of its assessment. This report makes it easy for consumers, investors, policy makers, and the media to tell the difference between good companies and just good marketing. We feel that B Corp is a "No Bulls" stamp that proves we mean what we say and is a great way to start a conversation about how and why our business is different, said Edward Perry, Co-founder and Managing Director of COOK Trading in the United Kingdom. B Corp Assessment The B Impact Assessment, including access to the best practice guides, comparative data, and an individualized improvement report, is a free public service provided by B Lab.

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