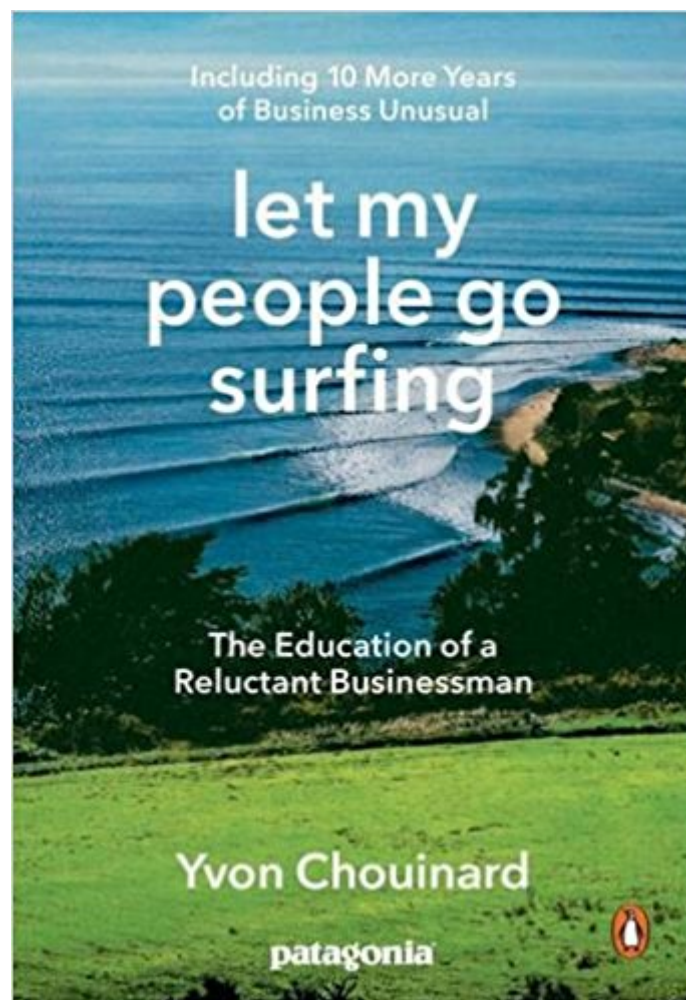




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Let My People Go Surfing: The Education Of A Reluctant Businessman, Completely Revised And Updated



Synopsis

In this newly revised 10th anniversary edition, 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 handyman 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. "This is the story of an attempt to do more than change a single corporation--it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis." --From the Foreword by Naomi Klein, bestselling author of *This Changes Everything*

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Customer Reviews

"Wonderful... a moving autobiography, the story of a unique business, and a detailed blueprint for hope." --Jared Diamond, Pulitzer Prize-winning author of *Guns, Germs, and Steel* "For everyone who is alternately outraged and depressed by the wave of greed that has been the hallmark of corporate America in the twenty-first century, there is a name that inspires hope: Yvon Chouinard....Unique and compelling." --San Francisco Chronicle "Chouinard's biography, *Let My People Go Surfing*, reveals a fascinating and colorful character....For all of our sakes, it seems the responsible thing for companies to do is follow Chouinard's ascent." --USA Today "No matter what

you do, you will find essential guidance and inspiration in Let My People Go Surfing." --Dave Foreman, The Rewilding Institute
The recipe is simple; use less greed, invest more on people that work for you, and use all resources, including precious natural resources sparcely. --Gilberto d'Urso
Mountain N' Air Books.

Yvon Chouinard is the founder and owner of Patagonia, Inc., based in Ventura, California. He began in business by designing, manufacturing, and distributing rock climbing equipment in the late 1950s. His tinkering led to an improved ice ax that is the basis for modern ice ax design. In 1964 he produced his first mail-order catalog, a one-page mimeographed sheet containing advice not to expect fast delivery during climbing season. In 2001, along with Craig Mathews, owner of West Yellowstone's Blue Ribbon Flies, he started One Percent for the Planet, an alliance of businesses that contribute at least 1 percent of their net annual sales to groups on a list of researched and approved environmental organizations.

I learned so much from this book. It gave me such a respect and further understanding of true conservationists. The author certainly not only believes what he preaches and teaches, but is a true practitioner. I now think more about the quality of materials used in whatever I buy and how it's made. I also enjoyed learning the history of the founder of Patagonia clothing and outdoor supplies, etc.

I purchased this book for some baseline research on organization behavior. Yvon Chouinard obviously has figured some things out and really has written a fantastic book that wholly represents him and his company. This history that is included as well as the stories that he tells helps the reader understand why and how his company became what it is and the reason behind many of its actions. The reading is easy, I was able to read through it quickly and never have to back track because I was not engaged. It is also well organized and presented. The only thing that I wished that was addressed was what his plan was, or if he has one, on how Patagonia can survive as Patagonia without him. For all of the good that they do and the evil that they try to reduce, it seems extremely dependent on him. Transition of this non-monetarily driven business models from one leader to the next has proven difficult. I would love to see what his thoughts are PRIOR to the case study (good or bad) of when the transition happens.

This is one of my favorite business/lifestyle books of all time. Its well planned with the story of

Patagonia interspersed with business lessons. Yvon's vision on sustainability, profitability, employee happiness, service (repair), and more is refreshing compared to vision's promoted in other business books. I would highly recommend this book for someone who is an entrepreneur or who cares about the environment or to someone who is just looking to figure out a way to get started in this whole climate change puzzle.

I ordered this book as part of my Marketing Management module in my MBA. It is a great read and offers a supportive insight into marketing related concepts; notwithstanding the associated cause and effect. I would recommend this book to anyone with an interest in Marketing and/or as an accompanying source for those studying for their MBA.

Let my people go surfing is the part biography and part company memoir by Patagonia founder, Yvon Chouinard. Born to French-Canadian parents, he moved to California at an early age. Always one connected to the outdoors, he would usually work so he would have enough to pay for his travels and climbing. He eventually founded a small firm that made climbing equipment, and that evolved into Patagonia. Global warming is one of the biggest threats to mankind today. Despite the magnitude of the issue, governments and businesses are doing very little to combat the problem. Patagonia does everything it can to do its part. From scrutinizing parts in their clothing to subsidizing electric cars their employees purchase, they go above and beyond the norm held by most companies. Not only are these things good for the environment, but they're great for profits. Patagonia usually ends up making their money back in energy upgrades within a few years, sometimes sooner. If only more businesses could make the conscious effort to investigate energy savings, they would find an arena littered with profit. Chouinard is fiercely independent. He openly criticizes the government, big business, and energy firms. He rightly points out that if everyone took the long view, we would have a better society for workers, customers, and the environment. He lays out the various Patagonia philosophies in the second half of the book. The overlying theme, whether it's the financial or human resource philosophy seems to be: do the right thing, and profits will follow. Treat employees right. Give back to the environment. Use the best materials. You really get an idea of how Yvon thinks, feels, and acts. He comes across as centered, humble, and responsible. As Patagonia's sole owner, he can retain the company culture and vision he set without being grilled on profits, and cutting costs. Support Patagonia. It's good for the earth.

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