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expanded edition of Yvon Chouinard's classic memoir, *Let My People Go Surfing: The Education of a Reluctant Businessman*, with more than 40 percent new material and featuring a new foreword by Naomi Klein, author of the bestselling book *This Changes Everything*. Introducing a New Edition of Yvon Chouinard's "Let My ... A must-read for an entrepreneur considerate of impact, environmental or otherwise, *Let My People Go Surfing* is a deep look into the mind of a business person who is responsible for offering a completely different model for "business success." Focus on everything that's required to ensure the company will be in existence 100 years from now. *Let My People Go Surfing: The Education of a Reluctant*

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... You go surfing when there are waves and the tide and wind are right." 6. "People may be afraid of the term 'activist' because they associate it with ecosabotage and violent protests, but I'm talking about normal citizens who want the government to live up to its obligations to protect our air, water and all other natural resources. 10 Most Profound Passages From 'Let My People Go Surfing ... — Yvon Chouinard, Let My People Go Surfing: The Education of a Reluctant Businessman--Including 10 More Years of Business Unusual. 5 likes. Like "In anything at all, perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away, when a body has been stripped down to its

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principle created the company's flextime policy that is aptly named: Let My People Go Surfing. This HR directive allows employees to work flexible hours as long as the work gets done with no negative impact on co-workers. Let My People Go Surfing | HRExecutive.com Let My People Go Surfing Revised edition, including 10 more years of business unusual. "We have always considered Patagonia an experiment in doing business in unconventional ways. None of us were certain it was going to be successful, but we did know that we were not interested in 'doing business as usual.' Let My People Go Surfing - Patagonia Let My People Go surfing gives ample evidence as to why there have been few more influential companies in

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American business in the last forty years than Patagonia, Inc. The long-awaited memoir/manifesto from legendary climber, businessman, and environmentalist Yvon Chouinard, founder and owner of one of the world's most inspiring companies, Patagonia, Inc.

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