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Beacon Press: Ethical Chic

Ethical chic : the inside story of the companies we think we love. Responsibility Fran Hawthorne. Imprint Boston : Beacon Press, c2012. Physical description xxvi, 181 p. ; 24 cm. ... Corporations > Moral and ethical aspects > United States > Case studies. Business ethics > United States > Case studies.

Ethical chic : the inside story of the companies we think ...

Ethical Chic explores the ideas of corporate social responsibility and how we, as consumers, can try to objectively rule whether a particular company is, or is not ethically responsible. I have heard of all of the companies in this book before, but I most enjoyed the chapters on Tom's of Maine, Timberland, and Trader Joe's because I have not studied these companies as in-depth before.

Ethical Chic: The Inside Story of the Companies We Think ...

Ethical Chic: The Inside Story of the Companies We Think We Love. Fran Hawthorne. Beacon, \$25.95 (224p) ISBN 978-0-8070-0094-6. Joining the backlash against corporate social responsibility ...

Nonfiction Book Review: Ethical Chic: The Inside Story of ...

Ethical Chic : The Inside Story of the Companies We Think We Love, Paperback by Hawthorne, Fran, ISBN 0807000604, ISBN-13 9780807000601, Brand New, Free shipping in the US Analyzes and investigates six different companies that command consumer loyalty due to their company ethics.

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Brands popular both for their social currency and image of social responsibility go under journalist Hawthorne's (The Overloaded Liberal: Shopping, Investing, Parenting, and Other Daily Dilemmas in an Age of Political Activism, 2010, etc.) microscope in this exploration of how closely the ethical words match up to corporate actions. In today's consumer world, advertising, publicity and ...

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Ethical Chic The Inside Story of the Companies We Think We ...

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