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From his youth as the son of a French Canadian blacksmith 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.

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- David Bower Let My People Go Surfing: The Education of a Reluctant Businessman is a well-written, interesting and inspiring if somewhat repetitive business memoir by Patagonia founder and owner Yvon Chouinard. It is also entertaining, such as the story about their Pledge-a-Picket program.

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Let My People Go Surfing Book Summary : 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 blacksmith 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 ...

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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.

~~40 Most Profound Passages From 'Let My People Go Surfing ...~~

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Ten years after its original publication, Penguin Books has released a completely revised and 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.

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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

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interested in ' doing business as usual. '

~~Let My People Go Surfing – Patagonia Australia~~

Chouinard believes work must be fun, and that the company values employees who live rich and rounded lives. This 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.

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Maybe a few people take advantage of our flextime and our "let my people go surfing" policy, but none of our best employees would want to work in a company that didn't have that trust. They...

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