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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.

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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.

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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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