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provide each success.
adjacent to, the
publication as
competently as keenness

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Ethical chic exposes the
dirty little secrets of six
beloved companies:

Tom's of Maine,
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Trader Joe's, Apple and
American Apparel. By

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far, American Apparel is the worst contender to be crowned hardly ethical in reality, and its fiscal management is hardly sane either.

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"Fran Hawthorne's
illuminating book will
delight fans of 'corporate
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enrage its critics.

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“ Consumers are told that when they put on an American Apparel t-shirt, leggings, jeans, gold bra, or other item they look hot. Not only do they look good, but they can also feel good because they are helping US workers earn a decent

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wage (never mind that
some of those female
workers have ...

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Author Fran Hawthorne
uses her business-
investigative skills to
analyze six favorites:
Apple, Starbucks, Trader
Joe's, American Apparel,
Timberland, and Tom's

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Ethical Chic The

of Maine. More than a how-to guide for daily dilemmas and ethical business practices,

Ethical Chic is a blinders-off look at the mixed bag of values on sale at companies that project a seemingly progressive image.

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

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In Ethical Chic, award-winning author Fran Hawthorne uses her business-investigative skills to analyze six favorites: Apple, Starbucks, Trader Joe ' s, American Apparel, Timberland, and Tom ' s of Maine. She attends a Macworld conference and walks on the factory floors of American Apparel.

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Beacon Press: Ethical
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Responsibility Fran
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Boston : Beacon Press,
c2012. Physical
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24 cm. ... Corporations >
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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

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Ethical Chic The

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 ...

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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:
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Ethical Chic : The Inside
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Hawthorne, Fran, ISBN

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US Analyzes and

investigates six different

companies that

command consumer

loyalty due to their

company ethics.

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Ethical Chic The Inside Story Of 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

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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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Brands popular both for
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(The Overloaded Liberal:
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this exploration of how

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closely the ethical words
match up to corporate
actions. In today ' s
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Kirkus Reviews
main page. Ethical Chic
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Publication Type: Book:

Year of Publication:

2012: ... Trader Joe's,
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business practices,
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In Ethical Chic, Fran
Hawthorne uses her
business-investigative
skills to analyze six
favorites: Apple,

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Starbucks, Trader Joe's,
American Apparel,
Timberland, and Tom's
of Maine. She attends a
Macworld conference
and walks on the factory
floors of American
Apparel.

inSpirit: UUA Bookstore
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Ethical Chic The

story of the companies we think we love. [Fran Hawthorne] -- Author
Fran Hawthorne uses her business-investigative skills to analyze six favorites: Apple, Starbucks, Trader Joe's, American Apparel, Timberland, and Tom's of Maine.

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