



Ethical Chic: The Inside Story of the Companies We Think We Love (Paperback)

By Fran Hawthorne

Beacon Press, United States, 2013. Paperback. Book Condition: New. New ed.. 226 x 152 mm. Language: English . Brand New Book. Hawthorne gives readers an impartial picture of the difficulties of running a profitable company while trying to maintain a positive corporate belief system. Highly recommended. -- Library Journal, starred review 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 wage (never mind that some of those female workers have accused their boss of sexual harassment). And when shoppers put on a pair of Timberlands, they feel fashionable and as green as the pine forest they might trek through--that is, until they are reminded that this green company is in the business of killing cows. But surely even the pickiest, most organic, most politically correct buyers can feel virtuous about purchasing a tube of Tom's toothpaste, right? After all, with its natural ingredients that have never been tested on animals, this company has a forty-year history of being run by a nice couple from Maine



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