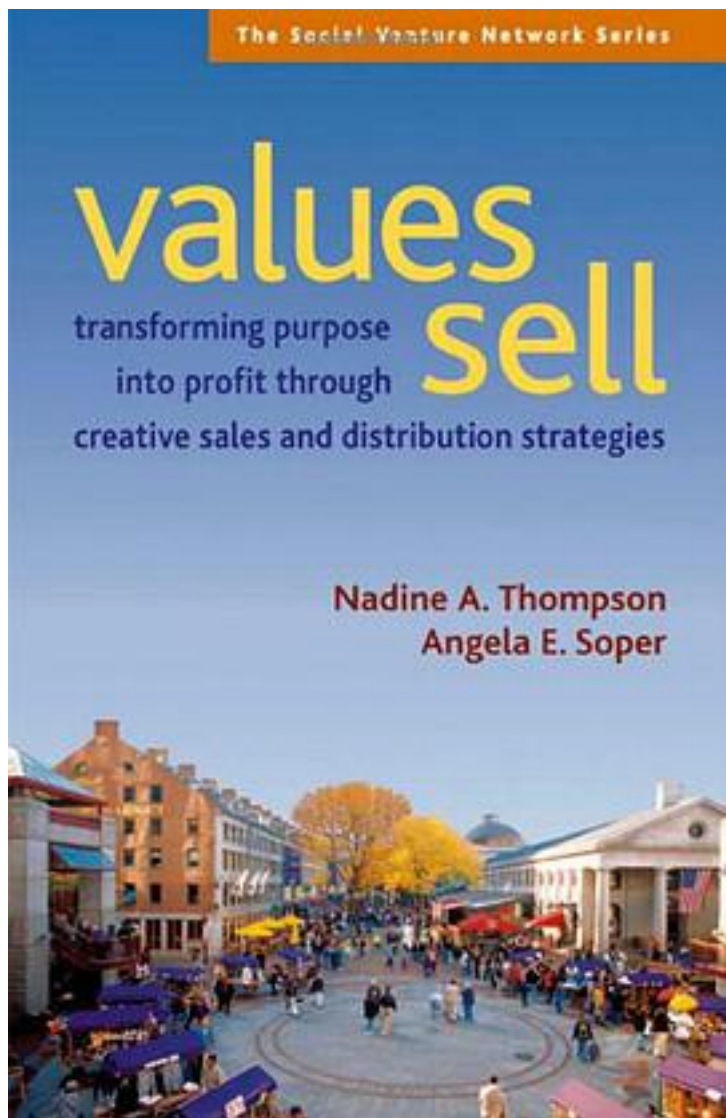


Values Sell



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Sales and distribution are the lifeblood of any business; socially responsible businesses are no different. To make a difference in the world, a business has to make its product or service available and get the public to buy it. But how can one compete with businesses for which the bottom line is the only measure of success? You need to get creative! In this practical and inspiring guide, Thompson and Soper draw on real-world examples to show how a values-driven business can establish a foundation from which innovative sales and distribution strategies naturally flow. They lay out concrete steps for communicating a powerful, motivating vision for the business, and for designing sales and distribution strategies that fit the needs, interests, and habits of the target customer. "Values Sell" will help any socially conscious entrepreneur develop competitive sales and distribution strategies while staying true to his or her distinctive mission.

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