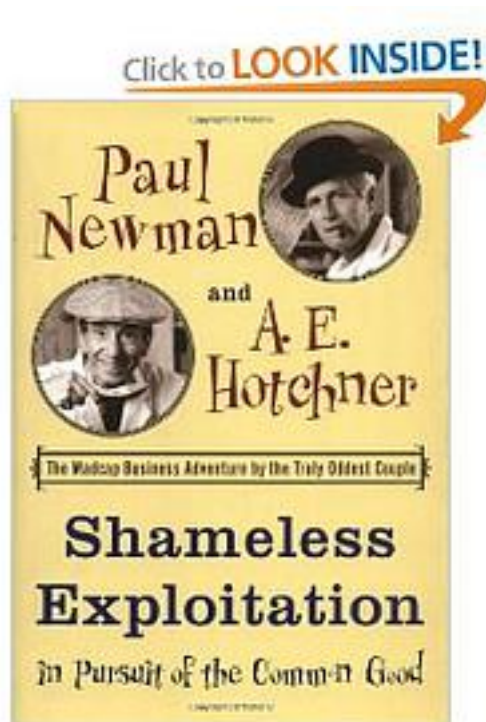


Shameless Exploitation in Pursuit of the Common Good



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著者:Newman, Paul

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In 1978, Paul Newman and A. E. Hotchner made a foray into local gourmet shops bearing bottles of their homemade salad dressing. Freewheeling, irreverent entrepreneurs, they conceived of their venture as a great way to poke fun at the mundane method of traditional marketing. Much to their surprise, their products spurred a tidal wave of enthusiasm in the country's supermarkets. What had started as a lark quickly escalated into a full-fledged business, the first company to mass-market all-natural foods, Newman's Own became a major player in the food

business. The company's profits were donated to medical research, education, the environment, children's programs, and to the creation of the eight "Hole in the Wall Gang" camps for children with serious illnesses. Newman and Hotchner recount the picaresque saga of their unexpected success in SHAMELESS EXPLOITATION IN PURSUIT OF THE COMMON GOOD. In alternating voices, playing off each other in classic "Odd Couple" style, they describe how they systematically disregarded the advice of experts and relied instead on instinct, imagination, and common sense. They write about how they hurdled obstacle after obstacle, share their hilarious misadventures, and reveal their off-beat solutions to conventional problems. Even their approach to charity is decidedly different: Every year, they give away all the company's profits and start over again. The results of this amazing generosity is brought to life in heartwarming stories about the children at their camps. From the rare glimpses into Newman's private life to A. E. Hotchner's wonderfully told tales, SHAMELESS EXPLOITATION IN PURSUIT OF THE COMMON GOOD is the perfect nonmanagement book, at once playful, informative, and inspirational.

作者介绍:

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评论

以前也在超市里买过保罗纽曼的色拉酱。今天读过这本书才得知，保罗纽曼的食品王国是把企业所有盈利（1千500万美元）全部用到慈善事业上去的。前半部书里记录了一个电影明星和一个作家是怎样在自己地下库里搅拌色拉酱开始，出乎意料地创建了这么个品牌。前面的文字幽默轻松逗人发笑，到后面描述给生

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