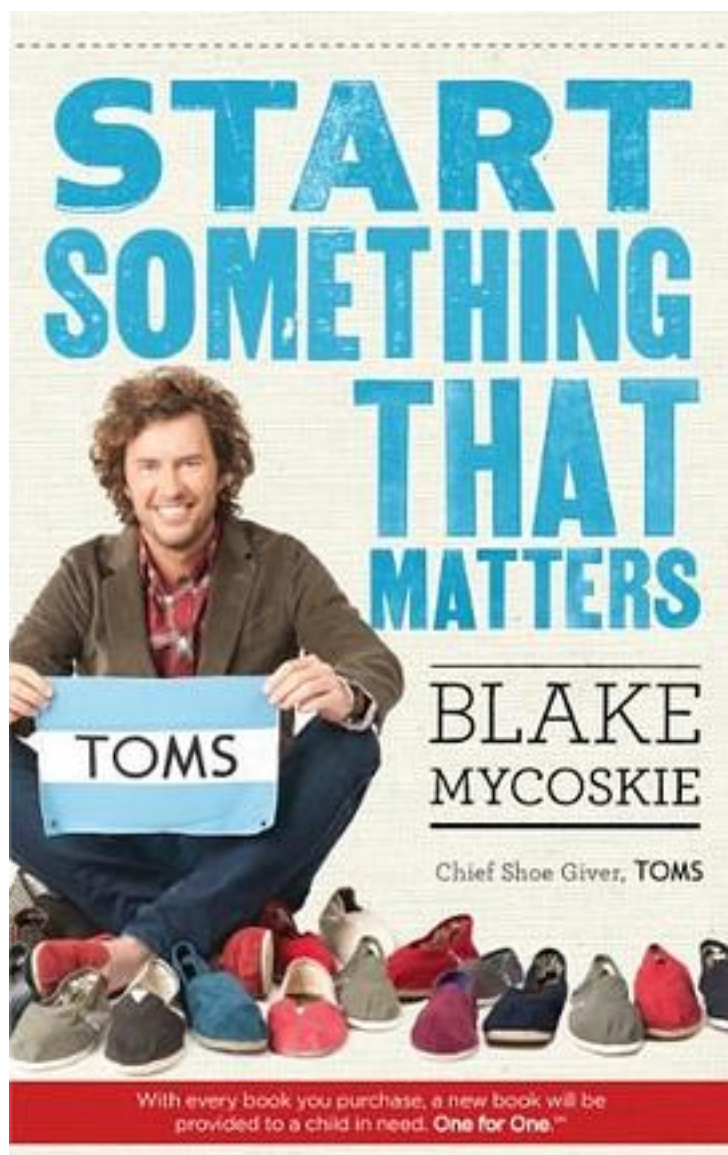


# Start Something That Matters



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著者:Blake Mycoskie

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Love your work, work for what you love, and change the world—all at the same time.

What matters most to you? Should you focus on earning a living, pursuing your passions, or devoting yourself to the causes that inspire you? The surprising truth is that you don't have to choose—and that you'll find more success if you don't. That's the breakthrough message of TOMS' One for One movement. You don't have to be rich to give back and you don't have to retire to spend every day doing what you love. You can find profit, passion, and meaning all at once—right now.

In *Start Something That Matters*, Blake Mycoskie tells the story of TOMS, one of the fastest-growing shoe companies in the world, and combines it with lessons learned from such other innovative organizations as method, charity: water, FEED Projects, and TerraCycle. Blake presents the six simple keys for creating or transforming your own life and business, from discovering your core story to being resourceful without resources; from overcoming fear and doubt to incorporating giving into every aspect of your life. No matter what kind of change you're considering, *Start Something That Matters* gives you the stories, ideas, and practical tips that can help you get started.

Why this book is for you:

- You're ready to make a difference in the world—through your own start-up business, a nonprofit organization, or a new project that you create within your current job.
- You want to love your work, work for what you love, and have a positive impact on the world—all at the same time.
- You're inspired by charity: water, method, and FEED Projects and want to learn how these organizations got their start.
- You're curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away.
- You're looking for a new model of success to share with your children, students, co-workers, and members of your community.

You're ready to start something that matters.

作者介绍:

布雷克·麦考斯基 (Blake Mycoskie)，出生于1976年，大学未毕业就开始创业，先后成立多家创意公司。2006年造访阿根廷，得知当地的孩童无鞋可穿，便成立了一家以自创的“买一赠一” (One for One) 的商业模式运行，专为贫穷儿童提供鞋子的营利公司——TOMS。

经过五年的赠鞋实践，他已成为该领域专家，将目光又转向了一项新的民生需求——视力保护。2011年6月7日TOMS启动了“护眼用品卖一捐一” (One for One Eyewear) 项目，每卖出一款保护视力的产品就会向有需求者提供眼科手术或者是具有矫正视力的眼镜。

布雷克热爱阅读，喜欢旅游，最喜欢甘地的一句话：“想要改变世界，首先改变自己。”

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## 标签

创业

TOMS

社会创业

社会企业

philanthropy

entrepreneurship

Business

营销

## 评论

你每买一双鞋他给贫穷孩子送一双鞋。一个有非盈利愿景的盈利公司能比非盈利公司在非盈利目标上做得更好（这句话绕晕了）

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gradschool的课上推荐畅销书，part-time老师就是靠不住。然后一想到未来就要在这些逼格如此低的人手下讨生活，就觉得好悲催。

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This is great!Blake is very sincere.Hope more people can read this book.It deals not only with business,but also life.

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Social entrepreneur solve social problem and create value for the 3rd party

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在众多关于social entrepreneurship的故事里，TOMS是我个人比较喜欢的一个。

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story (Brand identity), transference of fear, building trust both internal and external, responsibility and entrepreneurship.

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看的台版，国内竟然没有引进简直不敢相信。。太赞的一本书了，看完第一章就哭了~好的书读起来是很顺的，一口气读完，完全不会觉得辛苦。

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哈哈 在读中。还是挺感人的 书的手感超级好 后来看不下去的节奏。。

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希望中国这片土地上能有越来越多的人被这种模式启发。

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15年的创业之路就是被这本书鼓舞的，据说16年4月终于有中文版，大家有机会一定要看。

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sounds like another interesting story and legend!

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This is a really good book for the one like to startup his/her business in a philanthropic

way. The advice is very reasonable, but whether they work in Chinese business environment is still need Chinese business persons to examine them.

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## 书评

1.好记性不如烂笔头。遇到重要的事情或者有即发的灵感，先写下来，不管是一张纸还是餐巾纸。不要用大脑来记忆这些琐碎的事儿。  
2.小步试错。允许自己出乱子，不要为了迟来的公交车/未交的罚款/被好友放的鸽子/今天的饭菜没有昨天的好吃/喝了满是植物奶油的咖啡/与外国人不那么...

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当你听到一个人说他要改变这个世界的时候，估计大部分人的反应都是嗤之一笑。这样的反应也是比较正常的，因为放在以前，想要改变世界是非常困难的，不要说改变世界就算是改变一个国家，改变你生活的城市都是相当困难的，即使你再有创意，你再有天赋和能力都可能不会成...

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----- 《用一双鞋改变世界》 文/纪汐  
最近看到朋友圈挺多人在转发迅哥（周迅）也加入了慈善的队伍的一个小视频。让大家对迅哥的好感又上了一个level。  
以前总觉得做慈善需要等到退休了或者自己有很多钱的时候，才可以想的事情，可是当看到布雷克麦考斯基的《用一双鞋改变世...

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幼时，被问起最多的话题大概就是长大之后的理想，理想在这里被当成职业的代名词，问者满怀期盼，听者满目迷茫，稍大很多人皆可以说出未来的目标，听上去高上大，但究竟是受周围环境的影响，亦或本是父辈们的梦想，不得而知。其实别说孩子，很多已成年人都对自己的未来无从把握...

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