



The B Corp Handbook: How to Use Business as a Force for Good

By Ryan Honeyman

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- **Join a Growing Movement:** Learn how you can join a global movement to redefine success in business, led by well-known icons like Patagonia and Ben & Jerry's, disruptive upstarts like Warby Parker and Etsy, and recently covered by *The New York Times*, *The Economist*, *The Wall Street Journal, Inc.*, and *Entrepreneur*.
- **Build a Better Business:** Drawing on best practices from 100+ B Corps , this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand.

More than 1,000 companies from 80 industries and 35 countries are leading a global movement to redefine success in business. They're called B Corporations--B Corps for short--and these businesses create high quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns.

Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best practice ideas for how to build a better business, and how to meet the rigorous standards for--and enjoy the benefits of--B Corp certification.

This book makes the business case for improving your social and environmental performance, and offers a step-by-step "quick start guide" on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

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Editorial Review

Review

"You ought to take a look at these B Corporations... we've got to get back to a society that doesn't give one class of stakeholders an inordinate advantage over others."

—President Bill Clinton

"*The B Corp Handbook* shows how using business as a force for good, not just pursuing short-term profits, can be better for consumers, employees, local communities, the environment, AND your company's long-term bottom line."

—Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

"B Corporations recast the goals of the traditional business enterprise. They are becoming more prevalent as a new breed of businessperson seeks purpose with the fervor that traditional economic theory says entrepreneurs seek profit."

—Daniel Pink, New York Times bestselling author of *To Sell Is Human* and *Drive*

"I think B Corporations will make more profits than ?other types of companies.??"

—Robert Shiller, winner of the 2013 Nobel Prize in Economics and Professor at Yale University

The B Corp Handbook proves that any company can be pro-community, pro-business, and pro-environment--at the same time. Ryan shows that there does not have to be any tradeoffs between profitability and creating positive social change."

—Suzanne DiBianca, President of the Salesforce.com Foundation

"I hope that five years from now, ten years from now, we'll look back and say B Corporations were the start of the revolution. The existing paradigm isn't working anymore--this is the future."

—Yvon Chouinard, Founder of Patagonia

"In contrast to the plethora of books that only discuss the problems facing society, *The B Corp Handbook* offers a concrete, positive, market-based, and scalable systemic solution to addressing our greatest social and environmental challenges."

—Marshall Goldsmith, New York Times bestselling author of *What Got You Here Won't Get You There*

"B Corporations are a way to transcend the contradictions between the ineffective parts of the social sector and myopic capitalism."

—David Brooks, Op-Ed columnist for The New York Times

"Research shows that Certified B Corps not only do good for the world, but grow faster and are more profitable than regular companies. So what's their secret sauce? *The B Corp Handbook* describes what B

Corps do differently and how to bring those lessons inside your own company. It shares experiences from real companies and walks you through the ways your company can improve its impact over time. It is a must-read for every for-profit enterprise around the world aiming to create social impact."

—Cathy Clark, Director and Professor, CASE i3 at Duke University's Fuqua School of Business

From the Author

"You ought to take a look at these B Corporations... we've got to get back to a society that doesn't give one class of stakeholders an inordinate advantage over others." (President Bill Clinton)

About the Author

Ryan Honeyman is a consultant, executive coach, keynote speaker, author, and founder of Honeyman Sustainability Consulting, a Certified B Corporation.

Ryan helps businesses save money, improve employee satisfaction, and increase brand value by helping them maximize the value of their sustainability efforts--including helping companies certify and thrive as B Corps. His clients include Ben & Jerry's, Klean Kanteen, Nutiva, McEvoy Ranch, Opticos Design, CleanWell, Exygy, and the Filene Research Institute.

Honeyman Sustainability Consulting has been honored--alongside GoLite, Method, New Belgium Brewing Company, Patagonia, and Seventh Generation--on the B Corp Best for the Environment list, which recognizes businesses that have scored in the top 10 percent of all B Corps worldwide for positive environmental impact.

Ryan has written articles for *Utne Reader*, *Fast Company*, and *TriplePundit*. He also has been a featured speaker at the California College of the Arts, Chabot College, Golden Gate University, Mills College, San Francisco State University, the Haas School of Business at the University of California, Berkeley, and the Wharton School of Business at the University of Pennsylvania.

Ryan holds a bachelor's degree from the University of California, Santa Cruz, and a master's degree from the London School of Economics and Political Science.

Users Review

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Ruth Santiago:

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