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

By Ryan Honeyman, Co-Founders of B Lab

Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, The B Corp Handbook: How to Use Business as a Force for Good, Ryan Honeyman, Co-Founders of B Lab, More than 1,000 companies from 80 industries and 30 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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