

Ben & Jerry's Double Dip : Lead With Your Values and Make Money, Too

Ben Cohen, Jerry Greenfield

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Ben & Jerry's Double Dip: Lead With Your Values and Make Money, Too Ben Cohen, Jerry Greenfield In this text, the authors explain their business method, that of values-led business, and how anyone who owns, works for, invests in, or shops with a company might help make it a socially responsible business using this method.



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