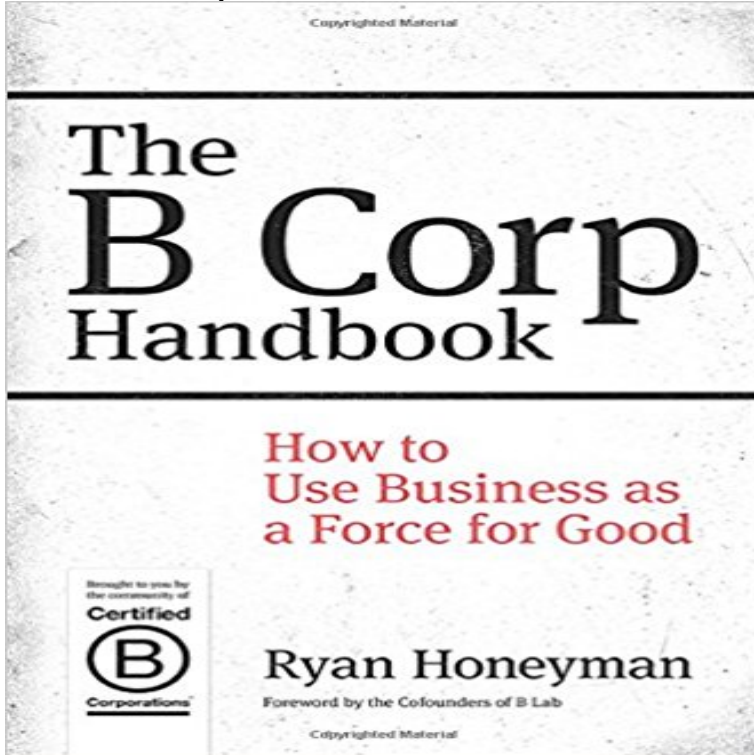


# The B Corp Handbook: How to Use Business as a Force for Good



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 & Jerrys, 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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