# The Responsible Company What Weve Learned From Patagonias First 40 Years Yvon Chouinard

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Vincent Stanley, the current VP of marketing at the clothing company Patagonia, and co-author with Yvon Chouinard of "The Responsible Company: What We've Learned From Patagonia's First 40 Years ...

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# The Responsible Company: What We ve Learned from Patagonia ...

Yvon Chouinard & Vincent Stanley To be sustainable means to not take more from nature than we can give back. But we do take back more than we can give, we do harm nature more than we help it. Everything we make does some damage. The goal is to have a responsible company. 1.

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