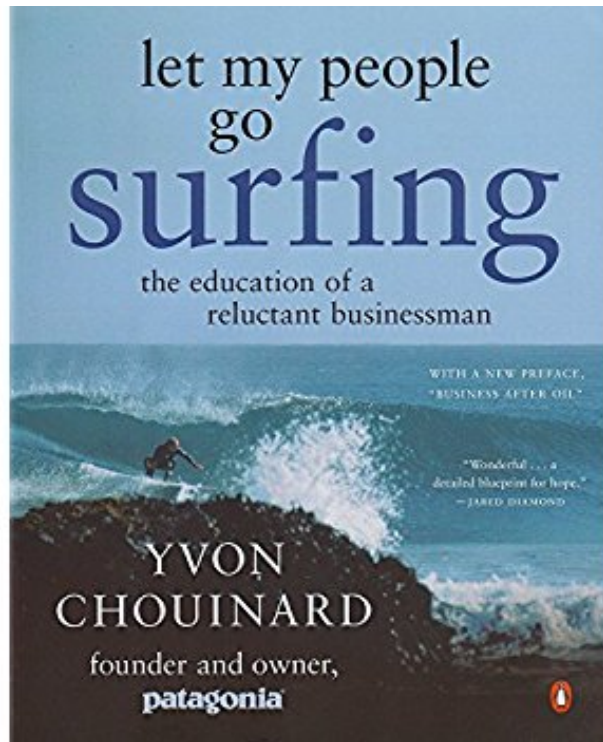


# Download Let My People Go Surfing: The Education of a Reluctant Businessman Book Free



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## Synopsis :

Amazon.com Review Like the carefully engineered dies which created his company's first products--steel pitons and carabiners which climbing enthusiasts would recognize as primitive forerunners of today's sleeker gear--Yvon Chouinard is if nothing else an original. How many other shy French-Canadian boys become surf-and-climbing bums, then blacksmiths forging their own play tools, and eventually founders of world-renowned sports equipment and apparel companies like Patagonia? How many other heads of multi-million dollar enterprises open their memoirs by stating bluntly, 'The Lee Iacoccas, Donald Trumps, and Jack Welch of the business world are heroes to no one except other businessmen with similar values. I wanted to be a fur trapper when I grew up.' The proverbial mold from which Chouinard was cast got broken. In *Let My People Go Surfing: The Education of a Reluctant Businessman*, readers get a fascinating look inside the history and philosophy of both Patagonia and its irascible, opinionated founder. From its beginning, the book shares a sense of Chouinard's strong-willed personality and his love of the outdoors. He recounts a mostly happy childhood spent in a still-unspoiled southern California, climbing, diving, fishing, and surfing. The narrative soon moves into Chouinard's early entrepreneurial efforts, which were less focused on market-share domination than on earning a basic living to finance his own sporting habits. As his company's first catalog noted, delivery could be slow in the summer months, when Chouinard typically left the 'office'--a dilapidated shack converted into an ironworks--for climbing adventures across the American West. Eventually, though, the story settles into a pattern familiar to business audiences: Patagonia grows rapidly, takes on more employees and product lines to sustain hungry demand from customers, but overreaches with over-ambitious expansion plans and suffers a hiccup in its adolescence. This make-or-break juncture of a business's development often contains the most interesting material, and here Chouinard and his beloved company are no exception. He describes a series of wrenching decisions through which he and Patagonia management team navigated in 1991, as sales growth stalled while capital and operational expenses sprinted ahead. From this crisis emerged Patagonia's first-ever layoffs, affecting a hefty 20% of the workforce, and a serious re-examination of the business's core principles and methods. The historical part of Chouinard's book largely ends at this point, and gives way to an exposition of philosophies which emerged at Patagonia during its dark moments in the early 1990s. The rest of the book serves as a kind of primer to business, the Patagonia way: one chapter each on product design philosophy, production philosophy, distribution philosophy, image philosophy, financial philosophy, human resource philosophy, and so on. Fans of Patagonia can revel in the company's working details, as can those who support or want to build businesses with self-consciously cultivated soulfulness. Readers who enjoyed Gary Erickson's story about Clif Bar, for example, should definitely find this a welcome addition to their bookshelves. --Peter Han --This text refers to an out of print or unavailable edition of this title. Read more From Publishers Weekly Chouinard, founder and owner of Patagonia Inc., presents his philosophy for a 'new style of responsible business' along with a chronicle of his personal and company history in this sincere if self-congratulatory creed. A Californian of French-Canadian descent, Chouinard started forging climbing hardware and selling it out of his car in 1957 and published his first catalogue, a one-page mimeographed sheet, in 1964. Today, his sporting goods company has annual revenues of \$230 million, but he nonetheless identifies himself as more of a climber, a

surfer, a kayaker, a skier and a blacksmith' than a CEO. In this vein, he lays out his alternative vision of business, detailing eco- and people-conscious philosophies on aspects of the supply chain from product design and production to human resources and management. Chouinard has backed up his rhetoric with action: Patagonia pursues sustainability, gives 1% of annual net sales to environmental groups and has set benchmarks with its employee-friendly policies. Patagonians and socially conscious businesspeople may appreciate this account despite its wooden writing, especially as an antidote to headlines of corporate fraud. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title. Read more See all Editorial Reviews Let My People Go Surfing: The Education of a Reluctant ...<https://www.goodreads.com/book/show/221554.1/5> · 394 reviews · By Yvon Chouinard · 272 pages Let My People Go Surfing has 3,973 ratings and 394 reviews. ... Let My People Go Surfing has 3,973 ratings ... The Education of a Reluctant Businessman” as Want ... Let My People Go Surfing: The Education of a Reluctant ...<https://www.amazon.com/Let-People-Surfing-Education-Businessman/>..... reviews and review ratings for Let My People Go Surfing: The Education of a Reluctant Businessman at ... book, Let My People Go Surfing: The Education of... Let My People Go Surfing: The Education of a Reluctant ... [www.amazon.com](http://www.amazon.com) > ... > Kindle eBooks > Biographies & Memoirs Let My People Go Surfing: ... The Education of a Reluctant Businessman. ... Goodreads Book reviews & recommendations: IMDb Movies, ... Let My People Go Surfing: The Education of a Reluctant ... [www.barnesandnoble.com/w/let-my-people-go-surfing-yvon-chouinard/](http://www.barnesandnoble.com/w/let-my-people-go-surfing-yvon-chouinard/)...4.6/5 · 18 reviews · \$4.96 Let My People Go Surfing: The Education of a Reluctant Businessman ... After reading this book I have a renewed sense of hope that it is possible to find ... Let My People Go Surfing: The Education of a Reluctant ... <https://www.amazon.ca/Let-People-Surfing-Education-Businessman/dp/>..... The Education of a Reluctant Businessman: ... "Let my people go surfing ... Goodreads Book reviews & recommendations : Let My People Go Surfing by Yvon Chouinard (paperback book) [www.patagonia.com/product/let-my-people-go-surfing-paperback-book/](http://www.patagonia.com/product/let-my-people-go-surfing-paperback-book/)... Let My People Go Surfing ... Let My People Go Surfing by Yvon Chouinard (paperback book) ... The Education of a Reluctant Businessman offers a look at the guiding ... Let My People Go Surfing: The Education of a Reluctant ... [www.amazon.co.uk](http://www.amazon.co.uk) > Biography > Historical > United States Buy Let My People Go Surfing: The Education of a Reluctant Businessman by Yvon Chouinard ... people will be reading this book as a model of doing the right thing ... Amazon.ca: Customer Reviews: Let My People Go Surfing: The ... <https://www.amazon.ca/Let-People-Surfing-Education-Businessman/>..... ratings for Let My People Go Surfing: The Education of a Reluctant ... a Reluctant Businessman > Customer Reviews; ... book called, "Let my people go surfing ... Let My People Go Surfing: The Education of a Reluctant ... [www.audible.com/pd/Bios-Memoirs/Let-My-People-Go-Surfing-Audiobook/](http://www.audible.com/pd/Bios-Memoirs/Let-My-People-Go-Surfing-Audiobook/)...4.7/5 · 295 ratings Listen to Let My People Go Surfing Audiobook by ... The Education of a Reluctant Businessman ... This book will force you to critically examine your business ... Let my people go surfing : the education of a reluctant ... <https://libcat.arlingtonva.us/GroupedWork/b092f253-76ba-2cf6-0fe3>... Let my people go surfing: the education of a reluctant businessman : ... .b19379663|Book ... the education of a reluctant businessman : ... Some results have been removed Page 1 of 2345 Next

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