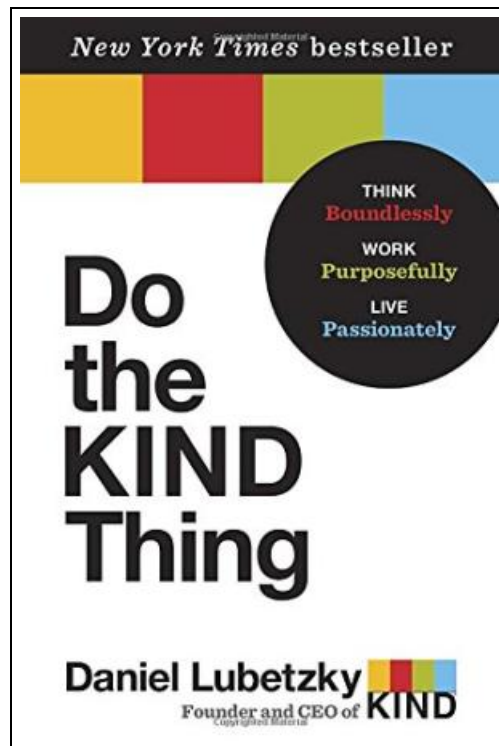


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Random House USA Inc, United States, 2015. Hardback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. NEW YORK TIMES BESTSELLER For the socially conscious reader of Blake Mycoskie's Start Something That Matters, Tony Hsieh's Delivering Happiness, and Howard Schultz's Onward comes an inspiring handbook for success in business, life, and the all-important task of building a more compassionate world by the visionary CEO of KIND Healthy Snacks. When Daniel Lubetzky started KIND Healthy Snacks in 2004, he aimed to defy the conventional wisdom that snack bars could never be both tasty and healthy, convenient and wholesome. A decade later, the transformative power of the company's AND philosophy has resulted in an astonishing record of achievement. KIND has become the fastest-growing purveyor of healthy snacks in the country. Meanwhile, the KIND Movement the company's social mission to make the world a little kinder has sparked more than a million good deeds worldwide. In Do the KIND Thing, Lubetzky shares the revolutionary principles that have shaped KIND's business model and led to its success, while offering an unfiltered and intensely personal look into the mind of a pioneering social entrepreneur. Inspired by his father, who survived the Holocaust thanks to the courageous kindness of strangers, Lubetzky began his career handselling a sun-dried tomato spread made collaboratively by Arabs and Jews in the war-torn Middle East. Despite early setbacks, he never lost his faith in his vision of a not- only -for-profit business one that sold great products and helped to make the world a better place. While other companies let circumstances force them into choosing between two seemingly incompatible options, people at KIND say AND. At its core, this idea is about challenging assumptions and false compromises. It is about not...



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