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Sommario/riassunto	How to create a company that not only sustains, but surpasses-that moves beyond the imperative to be ""less bad"" and embrace an ethos to be ""all good"" From the Inspired Protagonist and Chairman of Seventh Generation, the country's leading brand of household products and a pioneering ""good company,"" comes a one-of-a-kind book for leaders, entrepreneurs, and change agents everywhere. The Responsibility Revolution reveals the smartest ways for companies to build a better future-and hold themselves accountable for the results.

Thousands of companies have pledged to act respo
