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Ethical chic : the inside story of the companies we think ...  
Ethical Chic: The Inside Story of the Companies We Think We Love June 19, 2012 Consumers are told that when they put on an American Apparel t-shirt, leggings, jeans, gold bra, or other item, they look hot.

### Ethical Chic The Inside Story

“ Ethical Chic is a lively and engaging look at the environmental, labor, and social practices of six legendary US companies. It ’ s a must-read for any consumer interested in spending their money in socially conscious ways. ” —Sally

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Greenberg, executive director, National Consumers League

Ethical Chic: The Inside Story of the Companies We Think ...  
Ethical chic exposes the dirty little secrets of six beloved companies: Tom's of Maine, Timberland, Starbucks, Trader Joe's, Apple and American Apparel. By far, American Apparel is the worst contender to be crowned hardly ethical in reality, and its fiscal management is hardly sane either.

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Ethical Chic: The Inside Story of the Companies We Think ...  
Ethical Chic: The Inside Story of the Companies We Think We Love by Fran Hawthorne is an examination of how our favorite companies project a hip, progressive image -- and whether we should believe them.

Ethical Chic : The Inside Story of the Companies We Think ...  
In the book Ethical Chic: The Inside Story of the Companies We Think We Love, Hawthorne takes us behind the scenes of companies with powerful brand loyalty, companies like Tom ' s of Maine, Starbucks, and Apple. Along the way, Hawthorne finds out why these companies have earned seemingly unflagging devotion from socially conscious consumers.



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Books — Fran Hawthorne

Get this from a library! Ethical chic : the inside story of the companies we think we love. [Fran Hawthorne] -- Author Fran Hawthorne uses her business-investigative skills to analyze six favorites: Apple, Starbucks, Trader Joe's, American Apparel, Timberland, and Tom's of Maine. More

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ETHICAL CHIC. The Inside Story of the Companies We Think We Love (Beacon Press, 2012) Reviews. Kirkus Reviews, May 15, 2012 about ETHICAL CHIC: “ Hawthorne turns an optimistic-but-skeptical eye on a half-dozen companies to dig past the marketing hyperbole and explore actual practices  
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Ethical Chic: The Inside Story of the Companies We Think ... In Ethical Chic, award-winning author Fran Hawthorne takes her investigative-journalism skills--honed from more than two decades as a business journalist—to analyze six favorites: Apple, Starbucks, Trader Joe's, American Apparel, Timberland, and Tom's of Maine.

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