



# Ben & Jerry's Double-Dip: How to Run a Values-Led Business and Make Money, Too

*Ben Cohen, Jerry Greenfield*

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**Ben & Jerry's Double-Dip: How to Run a Values-Led Business and Make Money, Too** Ben Cohen, Jerry Greenfield

Ben & Jerry's Homemade, Inc., has done more than win the tastebuds of America -- it has earned the admiration of Wall Street and established a model for business owners and employees eager to earn profits without compromising their principles. In *Ben & Jerry's Double-Dip*, Ben Cohen and Jerry Greenfield offer the ultimate insider's guide to creating a values-led business that makes money while benefiting the entire community. Using examples from their own company as well as a host of others, these renowned innovators reveal:

1. How your commitment to worthy social causes will result in unprecedented customer and employee loyalty -- and increased profit
2. Practical advice on everything -- from hiring employees to choosing suppliers
3. Nuts-and-bolts information on values-led finance, retailing, and human resources

*Ben & Jerry's Double-Dip* is essential reading for anyone who owns, works for, invests in, or shops at a socially responsible business.

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