

## Ethical Chic The Inside Story Of The Companies We Think We Love

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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 Greenberg, executive director, National Consumers League

### **Ethical Chic Quotes by Fran Hawthorne - Goodreads**

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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.

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Ethical chic : the inside story of the companies we think we love. Responsibility Fran Hawthorne. Imprint Boston : Beacon Press, c2012. Physical description xxvi, 181 p. ; 24 cm. Online. Available online ... Business ethics > United States > Case studies.

### **Ethical chic : the inside story of the companies we think ...**

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 ....

**Ethical Chic: The Inside Story of the Companies We Think ...**

2012, Ethical chic : the inside story of the companies we think we love / Fran Hawthorne Beacon Press Boston, Mass. Wikipedia Citation. Please see Wikipedia's template documentation for further citation fields that may be required.

**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.

**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.

**Beacon Press: Ethical Chic**

More than a how-to guide for daily dilemmas and ethical business practices, Ethical Chic is a blinders-off and nuanced look at the mixed bag of values on sale at companies that project a seemingly progressive image.

**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.

**Books — Fran Hawthorne**

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