



# Ethical Chic: The Inside Story of the Companies We Think We Love

*Fran Hawthorne*

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## **Ethical Chic: The Inside Story of the Companies We Think We Love** Fran Hawthorne

In this age of social activism, pinpoint marketing, and immediate information, consumers demand everything from the coffee, computer, or toothpaste they buy: an affordable, reliable product manufactured by a company that doesn't pollute, saves energy, treats its workers well, and doesn't hurt animals—oh, and that makes them feel cool when they use it. All companies would love to have that kind of reputation, and a handful seem to have achieved it. But do they deserve their haloes? What does it take to become so admired? Can a company make a profit doing so? And how can consumers avoid being tricked by phony marketing? 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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