



Strange, but true.

Patagonia's ads ask readers **not** to buy their products. And there hangs a tale - a quaint mix of sustainability, intense environmental responsibility and home-grown business acumen.

This \$750 million turnover company has accomplished two seemingly disparate goals: build a profitable company and stay genuinely true to their philosophy. You'll be surprised at the lengths the company goes to in maintaining the balance.

Warmly,

[The Editorial Team](#)



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All of Patagonia's business, cultural, technology and HR initiatives are directed towards a single-minded objective - the creative and synergistic amalgamation of profit together with a sense of purpose in order to drive a healthier bottom line for the planet. Know how the vision is executed. [More](#).



[Case Study](#)

Patagonia: The Sustainability Champions

Despite the seemingly counter-intuitive and impractical approach to business, Patagonia is successful because of its laser-like focus upon core values, while clocking annual growth rates of 3-8%.

Patagonia has built its success upon encouraging customers not so much buy, but to think critically. As a designated Benefit-Corp, it commits itself to the alleviation of public concerns alongside the creation of shareholder value. [More](#)

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