



entrepreneur Success SERIES

Is value of a product or service sold or bought? The seemingly paradoxical question is the crux of this issue.

Take the case of Patagonia, the maker of outdoor equipment and an "anti-consumption" corporation as it calls itself. Their ads actually advise readers not to buy their products!

That brings us to the adjacent definition of Value as an offering - the subject of our research study.

Warmly,
[The Editorial Team](#)



[Video Case Study](#) Patagonia: The Sustainability Champions



As an avid mountaineer, Yvon Chouinard closely observed how existing climbing equipment and tools were actually damaging the environment. The quest eventually led to the formation of **Patagonia**, a company whose products are respected and sought after for their robustness and responsibility [More](#).



Entrepreneur Success Series [Understanding the Basic Concepts of the Value System](#)

Identifying and delivering tangible value that customers are willing to pay for is the fundamental aspect of any business model.

Straightforward it may seem, but it isn't. Value offering is the first and most complex thing an entrepreneur must address.

This note explains the varied aspects, the art and science behind a value system. [More](#)

Sattva Archives



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Google Inc.



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Employees First, Customers Second

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