

C O N T E N T S

	<i>Foreword by L. Hunter Lovins</i>	ix
	<i>Preface</i>	xiii
1	<i>Capitalizing on an Underground Consumer Movement</i>	I
2	<i>The Opportunity: Social Movements Meet the Marketplace</i>	16
3	<i>Turning Distinctiveness into Market Acceptance: The Mission-Driven Difference</i>	32
4	<i>Creating and Communicating the Brand: From Customers' Values to Customer Value</i>	54
5	<i>Crafting the Mission-Driven Organization: The Human Dimension</i>	77
6	<i>Everybody Talkin' 'Bout Heaven Ain't Goin' There: Building Credibility and Avoiding Scandals</i>	101
7	<i>Learning from the Leading Edge: Lessons for Mainstream Businesses</i>	115

8	<i>Values Clusters: Portland and Other Hotbeds of Mission-Driven Companies</i>	136
9	<i>Growing Pains: Asking Difficult Questions</i>	162
10	<i>Bringing It All Together: Taking Stock, Looking Ahead</i>	182
	<i>Acknowledgments</i>	195
	<i>A Note on the Literature and Research Approach</i>	199
	<i>Notes</i>	205
	<i>Index</i>	243