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For Immediate Release

Getting to Scale

Growing Your Business Without Selling Out

By Jill Bamburg

Ben & Jerry's Ice Cream. Odwalla. Stonyfield Farm. The Body Shop. All leaders in the socially responsible business movement and all sold to mega-corporations in the past few years. Is it impossible for these types of businesses to grow and compete with more conventional ones? Are their only choices to stay small, sell off, or sell out?

No, answers Jill Bamburg. Based on intensive interviews with over thirty growth-oriented, mission-driven entrepreneurs, she explodes the myths of scale from both ends of the spectrum, debunking the limiting "small is beautiful" approach as well as the "you have to sell out to grow" mandate.

Organized around nine key lessons Bamburg took away from her two years of research, *Getting to Scale: Growing Your Business Without Selling Out* addresses the issues that affect all businesses—production and personnel, access to capital and markets, changes in organizational structure, owner control, and corporate culture—but with a focus on the unique challenges that socially conscious companies face. Filled with practical and tested advice, *Getting to Scale* shows precisely how socially responsible entrepreneurs can honor their convictions while scaling up their enterprises, enabling them to benefit larger groups of customers and have a greater positive impact on the business community and society as a whole.

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*"Bamburg proves that the paradigm is shifting, She provides us with a dynamic mix of case studies, lessons and tips for anyone interested in scaling a mission-driven business. **Getting to Scale** manages to provoke and inspire by demonstrating that we truly can change the world by changing the way we do business. Bamburg highlights a spectrum of organizations that provide the inherent power that comes from aligning people, profit and planet."*

—Kirsten L. Gagnaire, Principal, Social Enterprise Group, LLC

"This book is a refreshing dip into a future that could exist, if we demanded it happen. Inspiring. Practical. It is a welcome addition as a data-based, hands-on manual for those interested in re-imagining the corporation and growing it beyond start-up. "

—Adrea Larson, Associate Professor, Darden Graduate School of Business Administration, University of Virginia

*"Accessible and clear-eyed, **Getting to Scale** offers a wealth of practical experience about the challenges, pitfalls and opportunities for anyone seeking to build a thriving socially-responsible business."*

—David Bornstein, author of *How to Change the World*

*"**Getting to Scale** is a must-read for any socially and environmentally responsible business or entrepreneur. It is filled with practical experience from dozens of progressive business leaders. An inspiring read—giving us all hope that we can indeed conduct business that serves people and the planet without selling out but rather growing stronger—I am recommending it to all our member businesses."*

—Denise Hamler, Director of Co-op America Business Network

Jill Bamburg is MBA Program Director at Bainbridge Graduate Institute, a new institution offering programs focused on sustainable business. Prior to joining BGI, she taught at Antioch University in Seattle, Washington. For the last ten years, she has served on the board of the Positive Futures Network, publisher of *YES!* Magazine.

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By Jill Bamburg

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