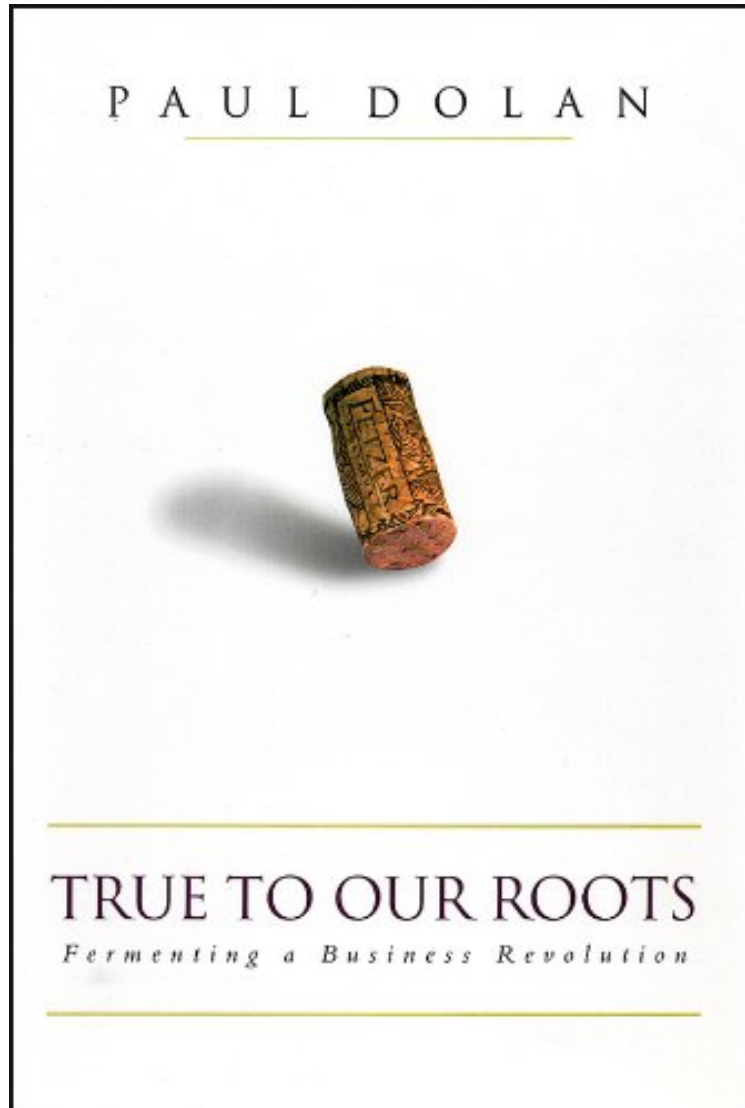


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True to Our Roots: Fermenting a Business Revolution (Bloomberg)

Paul Dolan

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Paul Dolan : True to Our Roots: Fermenting a Business Revolution (Bloomberg) before purchasing it in order to gauge whether or not it would be worth my time, and all praised True to Our Roots: Fermenting a Business Revolution (Bloomberg):

0 of 0 people found the following review helpful. sustainabilityBy 5tomp4ompPaul Dolan takes us through his journey of taking on a wine business and making it sustainable, organic, and great for the society. Was a really interesting read, albeit sometimes repetitive, but succinct and informative. Nice little read that gives us some hope for the future sustainability of larger corporations.0 of 0 people found the following review helpful. Spot OnBy ciscokid3453My husband has been in the wine industry for years In Nap and the Central Coast...he felt this was "spot on" for all winery

owners to comprehend and endorse...a good read for anyone in a business, 0 of 0 people found the following review helpful. Just what the wine industry needs! By MamaSPaul Dolan is to the wine industry what Paul Hawken is to retail. And the wine industry needs this wake up call. This is a fun and very readable book and the take away is priceless.

True to Our Roots sets forth the simple but powerful management principles that enabled Fetzer Vineyards under Paul Dolan to become one of America's biggest and best-known wineries even as it was turning into a model for sustainable businesses everywhere. Today, Dolan and Fetzer are leading the California wine industry toward profound change in how wineries and grape growers preserve their environment, strengthen their communities, and enrich the lives of their employees, without sacrificing the bottom line. This is truly a management revolution in one of the most globalized, competitive industries on Earth. The principles Dolan discovered and developed at Fetzer can be applied to any business and by leaders at every level: A business is part of a much larger system A company's culture is determined by the context created for it The soul of a company is found in the hearts of its people The future can't be predicted, but it can be created There is a way to make an idea's time come Filled with personal anecdotes and practical wisdom, this book offers inspiration and guidance to business managers who see the compelling need to build and grow healthy, sustainable organizations. For all readers, True to Our Roots provides both a fascinating glimpse into the California wine industry and heartening proof that business can do well by doing good.

This book is about...a new possibility for business... -- From the Book "Paul Dolan has not only led the way to sustainability in California viticulture but has demonstrated that one person in one company can transform an entire industry. If only there were a roomful of Paul Dolans in America, we would be a profoundly different and better country in twenty years. May it be so." -- Paul Hawken Author, *The Ecology of Commerce* "There are but few companies worldwide that are actually taking positive and active steps toward sustainable commerce. Paul Dolan has led Fetzer Vineyards with a strong commitment to define new business principles for the future. I commend Fetzer for forging this path and Paul Dolan for documenting the defining principles in this book." -- Yvon Chouinard Owner, Patagonia, Inc. "Paul Dolan is my hero. He's the best example out there of how to create genuine sustainability in a business while being part of a publicly traded company. This is no small feat. Dolan pulls it off because he manages truly from his heart. His book is an inspiration." -- Marjorie Kelly Cofounder and Publisher, *Business Ethics* magazine Author, *The Divine Right of Capital* "Businesses have a new bottom line to work towards: sustainability. Read True to Our Roots to understand its importance and how to achieve it. It may make the difference between success and failure." -- Harry Paul Coauthor, *FISH! A Remarkable Way to Boost Morale and Improve Results* "Paul Dolan writes compellingly of new possibilities for business and the potential to change the way we work and live and sustain our planet for future generations. Going beyond the conventional wisdom, he demonstrates how we can, with enough courage and imagination, reshape the world in a more equitable way when business invests in the well-being of its employees, the community, and the environment." -- Arnold S. Hiatt Former CEO, Stride Rite Corporation Chairman, Stride Rite Foundation "Paul Dolan is a provocative and creative leader who has provided an insightful pathway of excellence not just for the current generation but for generations to come. True to Our Roots was illuminating to read and containing gems of wisdom that go beyond our vineyards and wine cellars to rules of conduct for everyday life. His axioms and guidelines can be applied to all competitive enterprise." -- John A. De Luca Executive Vice Chairman, Wine Institute "If you know Paul Dolan, it will come as no surprise that True to Our Roots is honest, thoughtful, and inspiring. This is Paul's story. It's about his respect for nature and for humankind and how he has found a path to serve both in creating a successful and sustainable business. Paul's ideas are of great importance. If his writings were wine bottles, you'd carry them to friends you care about." -- Robert H. Dunn CEO, Business for Social Responsibility "Higher-quality products. Lower costs. Fifteen percent earnings growth for a decade. The largest-selling brand in the industry. Sound good? In True to Our Roots, CEO Paul Dolan shows how he used the challenges of sustainability to catalyze a business revolution at Fetzer--to the benefit not only of wine connoisseurs and shareholders but also workers, communities, and the planet. A very important read for anyone interested in learning how to create truly sustainable value." -- Stuart L. Hart S.C. Johnson Professor of Sustainable Global Enterprise, Johnson School of Management, Cornell University "Ever wondered what sustainability tastes like? Paul Dolan knows. Uncork. Savour. Understand. Adopt. And adapt." -- John Elkington Cofounder and Chair, SustainAbility About the Author Paul Dolan is a fourth-generation California wine maker who became president of Fetzer Vineyards in 1992 and built it into one of the largest, best-known wineries in the United States. Barrett Whitener has been narrating audiobooks since 1992. His recordings have won several awards, including the prestigious Audie and seven Earphones Awards. AudioFile magazine has named him one of the Best Voices of the Century. He lives in Washington, DC.