

Let my people go surfing : the education of a reluctant businessman / by Yvon Chouinard

Description

As a child, Yvon Chouinard moved with his father, a French Canadian blacksmith, to Southern California with little English and less money. Today his company, Patagonia, earns more than \$230 million a year and is one of the most environmentally responsible corporations on the planet. This is the amazing story of a young man who found escape by scaling the world's highest peaks, of an innovator who used his father's tools to fashion equipment that changed climbing forever, and of the entrepreneur who brought doing good and having a blast into the heart of a business like no other.