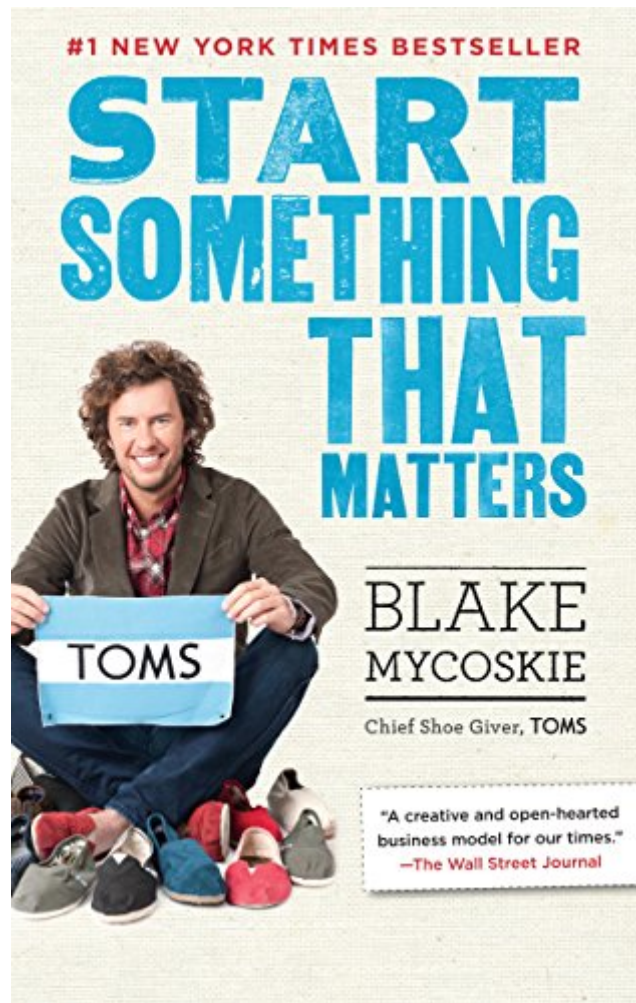




The book was found

# Start Something That Matters



## Synopsis

The incredible story of the man behind TOMS Shoes and One for One, the revolutionary business model that marries fun, profit, and social good. **“A creative and open-hearted business model for our times.”** *The Wall Street Journal* **Why this book is for you:** **“You’re ready to make a difference in the world”** through your own start-up business, a nonprofit organization, or a new project that you create within your current job. **“You want to love your work, work for what you love, and have a positive impact on the world”** all at the same time. **“You’re inspired by charity: water, method, and FEED Projects and want to learn how these organizations got their start.”** **“You’re curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away.”** **“You’re looking for a new model of success to share with your children, students, co-workers, and members of your community.”** **You’re ready to start something that matters.**

## Book Information

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## Customer Reviews

I like the simple, straightforward nature of this book. I like the examples of businesses he uses and the resources (blogs, books, websites, case studies) he shares. I have worked for several small businesses that have overspent and that have been focused on all the wrong things such as titles and fancy offices. I have read several inspiring business books, but I liked the simplicity of this one. Blake is pretty open about his story and aggregates a lot of what I've read in other books. He encourages you to think about how to solve the world's problems, to be charitable from the onset of your business, and to believe that profit and charity can and should coexist in a business.

Purchased for my mother-in-law and she said these were great books and served its purpose for her needs.

I really like the idea of not only not for profit can help the people in need but also a for profit business can help people. If every company thinks this way, we can solve the poverty around the world. Thank you TOMS.

I had to read this book for school but I ended up enjoying it. It made me feel really inspired to get up and do something worth doing.

This guy, and Google maps, is probably America's best export in advancing civilization. We're all looking for a 'meaning' for what we do nowadays, and it's easy to get lost sometimes. This lil book is like a bible for the newborn entrepreneur of this generation who are savvy, socially responsible, optimistic despite the beaten path in front of us. Sometimes Blake sounds a little too optimistic almost too innocent, some of his success stories just seemed too easy and he seems to have too much luck. But this soon became clear to me that this is all because he has always started with and hold true to a. Genuine purpose in whatever decision he makes. I am very glad I discovered Tom's, discovered Tom's blog, and hence discovered this book.

This book was a well written story that leaves the reader to do something, just as Mycoskie says, that matters. We are encouraged to start small, dream big, and at the end of the day, if we have helped one person, we can count the day successful.

This books is really inspiring and is full of beautiful and really engaging stories about people who want to change the world!For me, even better than only talk about TOMS, is all the cases Blake

mentions during his own story, regarding people he met, or people he was know by email or letters that were running businesses similar to or even inspired by TOMS. It also helped me to start consider few ideas as potential ones for my possible and so desired dream of being an entrepreneur that could lead to an improvement on people's life, especially those unassisted, here in Brazil!

Reading *START SOMETHING THAT MATTERS* is the perfect introduction to the world of social entrepreneurship. Blake Mycoskie is the perfect guide to introduce you to this new world because he practically is a pioneer of the field. Blake (and the whole TOMS team) has set the standard for creating a business with a social cause at the center of its business plan. My favorite parts of this book were the little things that Blake did while starting up. The book details everything from how he got his first interns on Craigslist to how he would wear mismatched shoes to help spread his story. If Malcolm Gladwell was rewriting *THE TIPPING POINT*, without a doubt there would be a chapter on TOMS. Their ability to grow so quickly, and so organically, is mind blowing. In *START SOMETHING THAT MATTERS*, Blake gives the reader an inside look on how he made it possible. Overall, this a quick and fun read. You can probably finish it in a day or two, and you'll definitely walk away with a few new ideas on how to better shape your story to galvanize your business!

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