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Patagonia, Inc., and author of *Let My People Go Surfing, The Responsible Company, and Simple Fly Fishing*. He lives in Ventura, CA 272 pages, full color throughout Dimensions: 6.5" X 9.5" *Let My People Go Surfing - Paperback Book* by Yvon Chouinard Patagonia's founder, Yvon Chouinard, has revised and expanded his beloved book *Let My People Go Surfing*, which features a new foreword by Naomi Klein. 10 Most Profound Passages From 'Let My People Go Surfing ... About Let My People Go Surfing. In his long-awaited memoir, Yvon Chouinard-legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.- shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. *Let My People Go Surfing* by Yvon Chouinard: 9780143109679 ... Chouinard describes the philosophy of his company through something he calls "breaking the rules of business" - creating quality clothing in a relaxed atmosphere that grants his employees both

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