

# Getting to Scale: Growing Your Business Without Selling Out

Jill Bamburg



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Ben & Jerry's. Stonyfield Farm. The Body Shop. Tom's of Maine. All leaders in the socially responsible business movement--and all eventually sold to mega-corporations. Do values-driven businesses have to choose between staying small, selling off, or selling out?

Jill Bamburg says no. Based on intensive interviews with more than thirty growth-oriented, mission-driven entrepreneurs--including American Apparel, Give Something Back, Wild Planet Toys, Organic Valley Family of Farms, and Village Real Estate--her book explodes the myths of scale from both ends of the spectrum. She debunks both the limiting "small is beautiful" approach as well as the "you have to sell out to grow" mandate.

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