



# **Business as Unusual: The Journey of Anita Roddick and the Body Shop**

*Anita Roddick*

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# Business as Unusual: The Journey of Anita Roddick and the Body Shop

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## **Business as Unusual: The Journey of Anita Roddick and the Body Shop** Anita Roddick

Anita Roddick is one of the world's most outspoken, controversial and successful businesswomen. "Business as Unusual" turns the tables on the way society looks at business and forges a move toward greater corporate responsibility and accountability. The book charts the progress of Anita Roddick and her company, The Body Shop, through the 1990s. She talks openly about the "greed culture" of the 90s, The Body Shop vs. Shell, Trade Not Aid (the pleasures and pitfalls of trading with indigenous communities), taking on the US, creating community both within and outside the workplace, how to campaign for human rights in the business environment and women in business. Ranging from personal issues - such as self-esteem - to wider political issues like the human rights abuses associated with globalization, Roddick offers her own vision for dealing with the demands of ethical business. Roddick believes we should never underestimate the power of the individual to create change.



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