Case study #1 Patagonia due 10/2/17 -- to be handed in in-person

Be sure to write a minimum of 250 words (essay format) for each of the three answers – that means a total of 750 words. You may, of course, go well above and beyond 750 words. Please write out each question prior to the answer. Be sure to count your words for each answer to be sure there is a minimum of 250 words (half a page double spaced) for each answer

Patagonia [Corporate Social Responsibility Report](http://www.patagonia.com/corporate-responsibility.html) [www.patagonia.com](http://www.patagonia.com)

[Interview with Yvon Chouinard](https://collegian.com/2017/09/qa-founder-of-patagonia-discusses-brand-politics-hobbies/)

[YouTube videos about Patagonia](https://www.youtube.com/results?search_query=patagonia+company)

Recommendations:

* Read chapter 2 in order to understand all terminology
* Read the Patagonia case at the end of the chapter pages C-4 onward
* Feel free to go to the websites for Patagonia to do additional research and a deeper level of understanding
* For each of the questions below (which will appear under “assignments” through WileyPlus.com), think, research, and develop an original answer. Don’t copy anything you’ve already read. With original wording and writing, convey your thoughts. Provide a well-developed and detailed answer. Begin a week in advance.
* Your grade will include: grammar, spelling, and sentence structure. Get help at Rosenberg Library in the tutoring lab.
* Do additional research on the company and its current state of affairs. Study its website at patagonia.com – and research all news articles about the company. Watch videos on YouTube!

CASES FOR CRITICAL THINKING

Thinking “Right now, we’re trying to convince zipper companies to make teeth out of polyester or nylon synths, which can be recycled infinitely,” he says. “Then we can take a jacket and melt the whole thing down back to its original polymer to make more jackets.” Despite his boundless enthusiasm for all things green, Chouinard admits that no process is truly sustainable. “I avoid using that word as much as I can,” he says. He pauses for a moment and adds: “I keep at it, because it’s the right thing to do.”

CASE ANALYSIS QUESTIONS
1. DISCUSSION Patagonia has a history of putting sustainability ahead of profits. But it also has to face up to everyday business realities and the need for operating capital. How do you think the company decides which products to offer so that the outcomes will be both business practical and environmentally friendly? And, with Chouinard such an important influence on company ideals and values, what can be done now to ensure that his positive impact is still felt long after he leaves the company?

2. PROBLEM SOLVING Let’s suppose Yvon Chouinard comes to you, a new employee, and asks for a proposal on a timely and “forward looking” sustainability agenda for the fi rm. In other words, he wants a program that can drive Patagonia’s future and not just celebrate its past. What would you include in this agenda and why?

3. FURTHER RESEARCH Could ethics lose out to greed even in a company with the idealism of Patagonia? See if you can find examples of decisions that forced people in the firm to make difficult choices between ethics and profitability. Look for examples of decisions made at other companies that may have resulted in different ethics versus profitability choices. Try to explain through the examples what makes the difference between organizations where ethics and social responsibility are part of core values and those where they are more superficial issues