

r



BUSINESS AS

UNUSUAL

Anita Roddick

H0CH5CHULT
LIECHTENSTEIN



**ANITA
RODDICK
BOOKS**

CONTENTS

Introduction: Oh, the Joy of the Journey J	vii
Chapter 1: What's Business All About?	3
Chapter 2: Who Wants to Be 3n Entrepreneur?	31
Chapter 3: <i>WP</i> Were Searching for Emplooyees, but People Turnprf Up Instead	55
Chapter 4: Persuasive Passion	77
Chapter 5: TheTyianny of Ilic Beauty Business	101
Chapter 6: Making It as j woman	117
Chapter 7: Taking a Ball) rrithe US	143
Chapter B: Kicking Up aFus^or) the Camjjaiqn Trail	167
Chapter 9: IMercftants of Vision	195
Chapter 10: A null's-Eye an my Bjek	223
Chapter 11; The Lego Set from Hell	245
Chapter 12: Reinventing The Body Shop	
Index	290