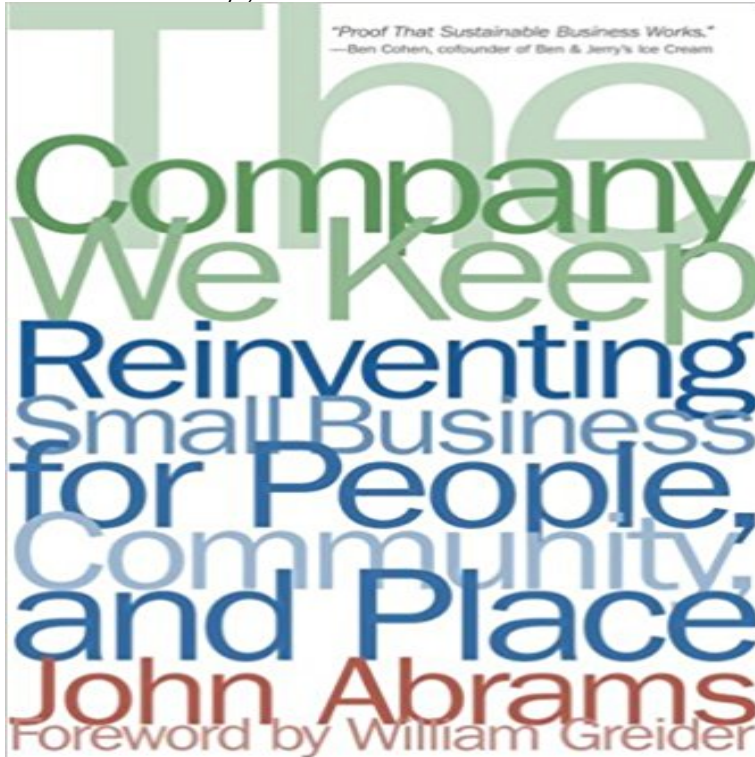


The Company We Keep: Reinventing Small Business for People, Community, And Place



Socially responsible investments have grown exceptionally in the same year that moral values determined a presidential election. So why has business been so slow to catch on? In a new book, *The Company We Keep*, small business owner and entrepreneur John Abrams makes a case for a return to workplace values, and shows how we can ultimately profit by them. *The Company we Keep* is more than the success story of a revolutionary company. It sets down a framework for a model of employee ownership and community involvement that has piqued the interest of entrepreneurs around the country. In the words of Abrams, This is a book about a different way of doing business in today's world--a way based on workplace democracy, shared ownership, staying small, building community, commitment to a place, and long term thinking. John Abrams founded the South Mountain Company, a design and building firm, on Marthas Vineyard more than thirty years ago. Through a commitment to place and community entrepreneurship, he has seen the company grow and prosper, while at the same time experimenting with a revolutionary employee ownership model that has challenged the traditional business rhetoric of unchecked growth. There is a revolution going on in corporate America, and social entrepreneurship is leading the way. Rejecting the myth that short-term profits are the only indicator of business health and wealth, John Abrams shows how building a company to serve the needs of people (employees and owners), community, and the environment can be a successful business plan as well. Part entrepreneurial business plan, part guide to democratizing the workplace, and part prescription for strong local economies, *The Company We Keep* marks the debut of an important new voice in the literature of American business.

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