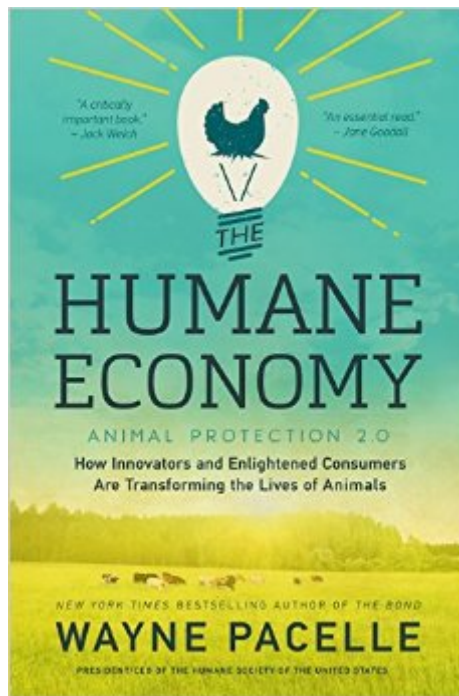


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The Humane Economy: How Innovators And Enlightened Consumers Are Transforming The Lives Of Animals



Synopsis

A NEW YORK TIMES, WASHINGTON POST, and LOS ANGELES TIMES BESTSELLER "ESSENTIAL READING." "JANE GOODALL" A CRITICALLY IMPORTANT BOOK. "JACK WELCH" From the leader of the nation's most powerful animal-protection organization comes a frontline account of how conscience and creativity are driving a revolution in American business that is changing forever how we treat animals and create wealth. Wayne Pacelle of the Humane Society of the United States reveals how entrepreneurs, Fortune 500 CEOs, world-class scientists, philanthropists, and a new class of political leaders are driving the burgeoning, unstoppable growth of the humane economy. Every business grounded on animal exploitation, Pacelle argues, is ripe for disruption. Indeed each one of us is, and will be, touched by this far-reaching transformation in food and agriculture; in the pharmaceutical, chemical, and cosmetics industries; in film, television, and live entertainment; in tourism and wildlife management; in the pet trade for dogs and cats and exotic wildlife; and in fur and leather fashions. Collectively it promises to relieve or end the suffering of billions of creatures, while allowing businesses aligned with the best instincts and values of their customers to flourish. Pacelle shows, for instance, how the cruelties of industrial chicken farming are quickly becoming obsolete with a visit to Hampton Creek, the makers of a plant-based egg substitute and the world's fastest-growing food startup ever. Pacelle also recounts the stories of how established companies are joining in this economic transformation: from Petco and PetSmart, which have turned the conventional pet store model on its head by forswearing puppy mill suppliers in favor of shelter dogs; to John Paul Mitchell Systems, the Body Shop, and Lush, which use safe ingredients instead of animal tests for their cosmetics; to major food retailers like Whole Foods, Chipotle, and even Costco and Walmart, which are embracing animal welfare standards that are one by one unwinding the horrors of the factory farm. The Humane Economy is a clarion call to business leaders and to the world's growing animal protection movement; it is equally a warning to the static thinking of animal-use industries and their apologists: "Here, in this humane economy," Pacelle argues, "human ingenuity meets human virtue, and we discover at last that we can have it both ways—a better world for us and for animals, too."

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Customer Reviews

I did not like reading this book. By that, I don't mean that THE HUMANE ECONOMY is badly written or uninteresting, or anything like that. It's just that the subject matter is so tragical that it's really rough reading. For those of you who are really kind-hearted souls, I bet you will also have trouble reading this book. Nevertheless, I'm glad that I did read this book. I'm not too proud to admit I was ignorant of many practices revealed in this book. I learned a lot that I needed to know, and I also learned some practical ways to make a difference. THE HUMANE ECONOMY is not designed to just make you feel guilty, and then set you loose. Rather, the theme presented here is that it's possible to DO lots of constructive things to end animal abuse. Mr Pacelle documents cases that have changed for the better, with lots of hard work (and sometimes pressure applied to the right people.) One of the first chapters is a case study on PetSmart and Petco. The author shows how these corporations decided to stop supporting the puppy mill business, and instead, use their stores as animal adoption locations. (I have personally visited these adoption days at both these stores.) When money is involved, the author explains, it will likely be very difficult to convince a corporation to give up products in the name of animal welfare. But it can be done, as Mr. Pacelle documents. In the chapter, "A Capitalist Revolution Frees the Pigs, we see how McDonald's corporation was pressured by none other than Carl Ichan. Ultimately, after much cajoling, they agreed to not buy pork originating from breeding cages called "gestation stalls.

I purchased this and I am just getting into it and like what I am reading - which is a far cry from a couple of other reviews that were not about the product - and lowered the star-rating. After seeing Wayne Pacelle on the Bill Maher HBO Real Time show this past week, May 2016, I decided to read the reviews of this latest book. In Maher's interview, Pacelle was well spoken and sensible... relatively speaking, one of the lone voices against a likely societal misconception of the entire

animal-industrial complex. So, I was a little surprised to see two clearly single-star ratings. In reading them, I got a bit suspicious about the motivations of the reviewers due to the fact that they both threw out some serious innuendo. The first one-star review by "Ted" at least started off sounding unbiased, kudos, but ended up throwing in other radical statements that are likely meant to discount the author and the overall vision of a better world. The second one-star review was simply a cut/paste of what turns out to be a Washington Lobby against HSUS run by Rick Bearman. This was what my simple Google search turned up, from San Diego News Channel 8..._____ According to the CEO of HSUS, Wayne Pacelle, the organization is being attacked in part because of a decade long campaign by Washington lobbyist Richard Berman. Berman, according to Pacelle, represents restaurants, the meat industry and other groups against animal welfare organizations. "This is a front group funded by animal abuse organizations attacking us for ten-years. Badge of honor, we're doing our job just right," said Pacelle. CBS News 8 reached out to the Center for Organizational research and education.

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