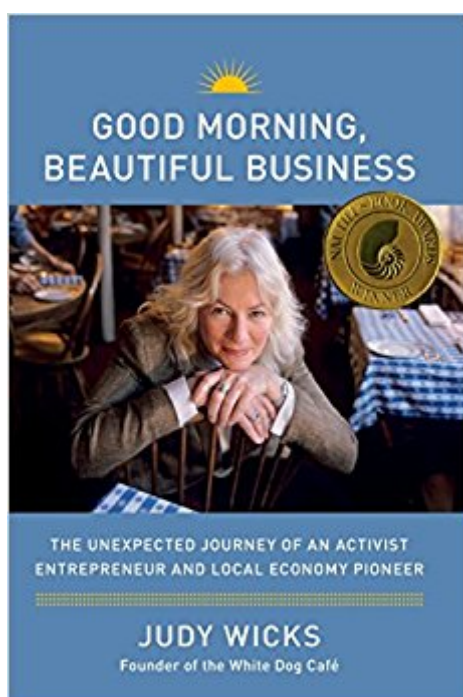


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# Good Morning, Beautiful Business: The Unexpected Journey Of An Activist Entrepreneur And Local-Economy Pioneer



## Synopsis

It's not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that's what happened when, in 1983, Judy Wicks founded the White Dog Café on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant-one of the first to feature local, organic, and humane food. The restaurant blossomed into a regional hub for community, and a national powerhouse for modeling socially responsible business. *Good Morning, Beautiful Business* is a memoir about the evolution of an entrepreneur who would not only change her neighborhood, but would also change her world-helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but also resilient. Wicks recounts a girlhood coming of age in the sixties, a stint working in an Alaska Eskimo village in the seventies, her experience cofounding the first Free People store, her accidental entry into the world of restauranting, the emergence of the celebrated White Dog Café, and her eventual role as an international leader and speaker in the local-living-economies movement. Her memoir traces the roots of her career - exploring what it takes to marry social change and commerce, and do business differently. Passionate, fun, and inspirational, *Good Morning, Beautiful Business* explores the way women, and men, can follow both mind and heart, do what's right, and do well by doing good.

## Book Information

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## Customer Reviews

I was a kindergartener when White Dog Cafe opened in Philadelphia. I wouldn't know about the cafe until after I opened my own cafe 22 years later. My business was founded on a Triple P bottom line - people, planet & profit - and about a year after we were opened, I came to the conclusion that if I really was committed to that foundation then revitalizing local economy was the first step towards sustainability. It took a couple more years to see a "Think Local First" campaign in full swing in my community, but while searching for those who intuited this same path towards resilience, I learned about the founder of the Business Alliance for Local Living Economies (BALLE), Judy Wicks, also founder of the legendary White Dog Cafe. Judy is a pioneer of bringing ethics to a table where billions are invited through her proven & mature model of what is now known as social & activist enterprise. Wicks memoir "Good Morning, Beautiful Business: The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer" was published in Spring 2013 (Chelsea Green) and after reading the first few chapters I unexpectedly burst into tears. My own independent business had just turned seven, and I was in the process of reviewing the massive impact the localism movement had with not just my enterprise, but all of my entrepreneurial counterparts who managed by a hair and tooth to escape collapse while huge banks and franchises folded in the economic downturn of 2009. My time spent dedicated to promoting the concepts of localism, often shifting direct focus away from my own cafe, was effective in ensuring a much healthier economy for us all.

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