

Business for the Common Good: Patagonia as a Test Case

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Abstract

Do the morally best companies embody John Paul II's claim that a business is foremost a "community of persons"? If this is so, how should we understand the social dynamics of ethical companies? In this paper, I examine how the company Patagonia embodies aspects of a social practice that develops virtue, with particular attention to the virtues of service to the common good.