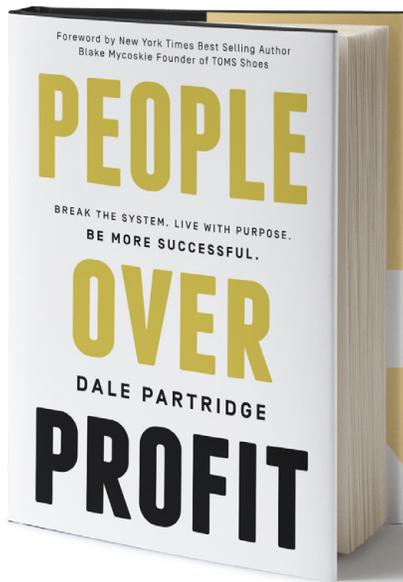


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Dale Partridge To Release Bold Book On The Radical Movement Toward A More Compassionate Marketplace

“This book proves valuing people over profit will make your company more successful. And the way Dale ends the book... will blow your mind.” - Blake Mycoskie, Founder of TOMS Shoes

People Over Profit

Break The System. Live With Purpose. Be More Successful.

People Over Profit confronts greed-focused American capitalism and reveals a new model for socially-focused business.

On May 5th, 2015, serial entrepreneur and social media influencer Dale Partridge will release his first book, *People Over Profit: Break the System. Live with Purpose. Be More Successful.*



WRITTEN BY

Dale Partridge
Founder, Sevenly



FOREWORD BY

Blake Mycoskie
Founder, TOMS Shoes



People Over Profit is a journey through Partridge’s radical business philosophy that refutes capitalistic norms and simply values people first. Before the age of 30, Dale was able to produce over \$25 million in revenue and donate over \$4.2 million to charity using the tactics inside this book. His most notable company Sevenly.org (a social good e-commerce company) grew to almost 50 employees in less than two years having it named by Mashable as the “Most Social Company in America” in 2014 and one of the fastest growing social good companies by *Forbes* and *Los Angeles Times*. His stock was recently acquired, but now Partridge shares his learnings as a Keynote Speaker with companies like Facebook, Adobe, and Panasonic.



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BISAC: Business / Career



PeopleOverProfit.com

Inside, Dale shares how major headlines tell the story of a new American marketplace. A tale of consumers, business leaders, and entrepreneurs who desire to make a difference in the world. A group of change-makers who refuse to passively participate in broken systems, but instead support companies and organizations that not only share their values, but fight for more than just higher profits.

They are more than a fringe group. USA Today reported that 47% of consumers buy at least one brand that backs a good cause every month. Seventy-two percent of consumers say they would recommend a brand that supports a good cause over

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People Over Profit Teaches Business Leaders, 7 Important Lessons:

1. People Matter

Employees and customers are people, not parts. How you make them feel about themselves says a lot about your business.

2. Truth Wins

Leaders must tell the truth completely, tell the truth quickly, and tell the truth clearly.

3. Transparency Frees

Company vulnerability + management accessibility = transparency

4. Authenticity Attracts

Fight the lie and resist the urge to become someone else.

5. Quality Speaks

Never compromise. Even if it's a painful profit.

6. Generosity Returns

To be authentic, generosity must be built in, not tacked on.

7. Courage Sustains

Assassinate fear and create space for insane courage.

Those who pre-order *People Over Profit* will receive a free copy of Dale's new e-book "People Matter" as well as three 3-minute People Over Profit leadership video lessons.

one that didn't.

The marketplace is responding. Well-established corporations have begun reevaluating the quality of their products, the ethics of their supply chain, and how they can give back by donating a portion of their profit to a cause.

Meanwhile, millions of entrepreneurs who want a more responsible and compassionate version of capitalism have launched a new breed of socially-focused business models. As this shift continues, the understanding of *how* and *why* we got here becomes even more critical.

Have companies just start caring more about the wellbeing of others? Why do consumers feel more socially responsible today? And perhaps the most important question, is "conscious capitalism" a fleeting trend or here to stay? Partridge confronts these questions head-on. After conducting a two-year research study on marketplace trends, he discovered a vicious cycle of corporate behavior that American capitalism has been stuck in for generations.

But readers should not despair. Dale also uncovered seven core beliefs shared by consumers, starters, and business leaders who are breaking this cycle. He believes they are the secret to creating a sustainable world that values honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.

Hopeful and visionary by turns, this book marks out a path for creating and sustaining the world we all crave.

Foreword by Blake Mycoskie, Founder TOMS

In today's ever-changing business world, the idea of "people over profit" might be one of the easiest things to say but one of the hardest things to actually do. Yet in the right hands and from the right heart—such as Dale's—the words in this book can become incredibly powerful and galvanizing. They can inspire employees and customers and communities to join together and not only want more out of their professional and personal lives but want to do more. And when that happens, people can change the world.



About Dale Partridge

Dale Partridge is a social entrepreneur and founder of Sevenly.org and StartupCamp.com. Described as "a mind who feels the trends before market," Partridge teaches leaders and organizations how to position their brand, love their people, and develop profitable corporate social responsibility programs.

He's been featured in various business publications including the cover of Entrepreneur Magazine, Fox News, NBC, INC Magazine, Mashable, MSN Money, Forbes and the Los Angeles Times. Dale resides with his wife, Veronica, and daughter, Aria, in Bend, Oregon.



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15,000+ followers

“This is a book every entrepreneur, manager, and employee should read and re-read until the business world finally learns how to treat people with love, respect, and honor.”

JON ACUFF

Jon Acuff, *New York Times* bestselling author, *Quitter* and *Start*

Powerful Quotes From the Book:

“Fire people how you want to be fired.”

“Customers pay your salary. If you forget this, you’ll have to remember how to job search.”

“Generosity is less like a an arrow and more like a boomerang, it comes back to you.”

“What is your business doing currently that is not authentic? Murder it. Wrestle it to the ground, strangle the life out of it, and bury it in your backyard.”

“Every dollar becomes a reason NOT to change. Tradition is powerful. Pattern is powerful. Consistency is powerful. But when they are deceptive or destructive, they become prisons and ultimately executioners of your business.”



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