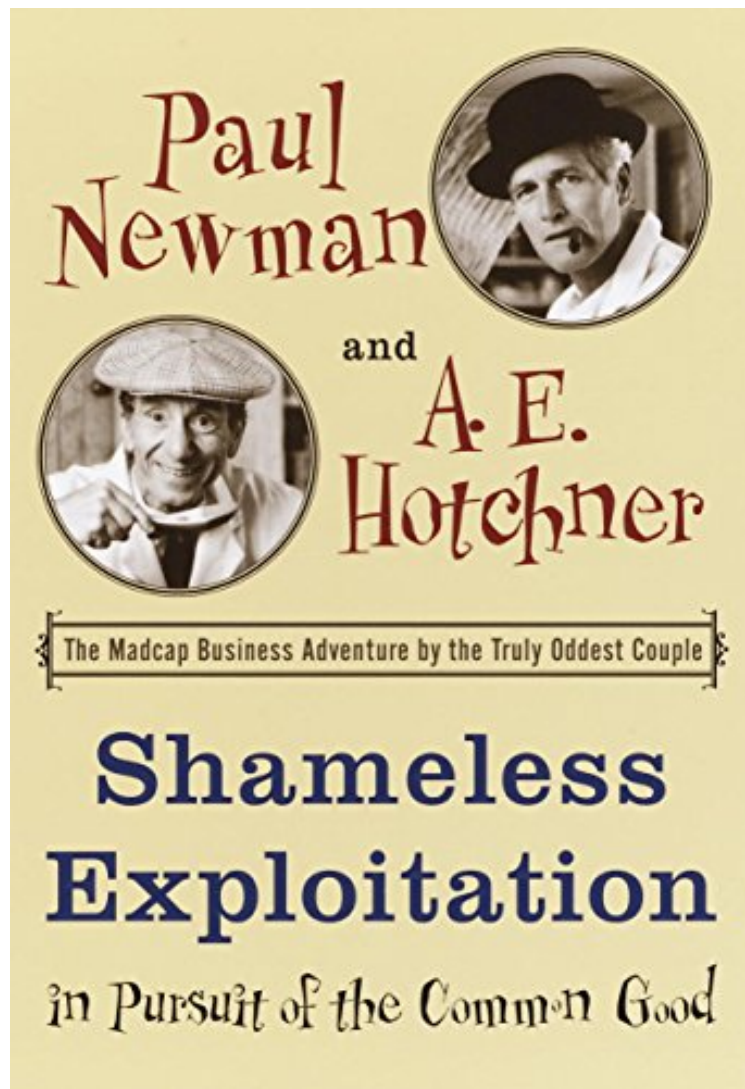


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## Shameless Exploitation in Pursuit of the Common Good: The Madcap Business Adventure by the Truly Oddest Couple

*Paul Newman, A.E. Hotchner*  
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**Paul Newman, A.E. Hotchner : Shameless Exploitation in Pursuit of the Common Good: The Madcap Business Adventure by the Truly Oddest Couple** before purchasing it in order to gage whether or not it would be worth my time, and all praised Shameless Exploitation in Pursuit of the Common Good: The Madcap Business Adventure by the Truly Oddest Couple:

1 of 1 people found the following review helpful. What a VisionaryBy BootsSo glad Paul Newman decided to make salad dressing and popcorn and spaghetti sauce. So glad he decided to donate the profits from his very successful

company to set up camps for terminally ill children. So glad he didn't write a business plan but went with his instincts to achieve his goal. And so glad he did it with his good friend, AE Hotchner. This is a very inspiring book, and Paul explains why it was so difficult to put his photo on the products. If it helps sell products, then there will be more resources for the children. Newman and Hotchner have changed lives for the better forever. Feels good to buy their delicious products knowing the proceeds are helping children. 0 of 0 people found the following review helpful. Loved the way 'Hotch' spoke of his friendship with Paul ...By JunebugRead this book twice and will probably read it again. Loved the way 'Hotch' spoke of his friendship with Paul and how he told about Paul Newman's life. 0 of 0 people found the following review helpful. I have purchased a number of copies of this book ...By C. GrafI have purchased a number of copies of this book to give as gifts. It's hilarious and touching. I have reread my original copy two or three times.

“There are three rules for running a business; fortunately, we don't know any of them.” In 1978, Paul Newman and A. E. Hotchner decided that rather than just distribute Paul's own salad dressing at Christmas to neighbors, they would offer it to a few local stores. Freewheeling, irreverent entrepreneurs, they conceived of their venture as a great way to poke fun at the mundane method of traditional marketing. Much to their surprise, the dressing was enthusiastically received. What had started as a lark quickly escalated into a full-fledged business, the first company to place all-natural foods in supermarkets. From salad dressing to spaghetti sauce, to popcorn and lemonade, Newman's Own became a major player in the food business. The company's profits were originally donated to medical research, education, and the environment, and eventually went to the creation of the eight Hole in the Wall Gang camps for children with serious illnesses. In these pages Newman and Hotchner recount the picaresque saga of their own nonmanagement adventure. In alternating voices, playing off one another in classic “Odd Coupler” style, they describe how they systematically disregarded the advice of experts and relied instead on instinct, imagination, and mostly luck. They write about how they hurdled obstacle after obstacle, share their hilarious misadventures, and reveal their offbeat solutions to conventional problems. Even their approach to charity is decidedly different: every year they give away all the company's profits, empty the coffers, and start over again. The results of this amazing generosity are brought to life in heartwarming stories about the children at their camps. With rare glimpses into their zany style and their compassion for those less fortunate, Newman and Hotchner have written the perfect nonmanagement book, at once playful, informative, and inspirational.

From Publishers WeeklyOne of the most unusual philanthropic enterprises of the 20th century almost never happened: Newman's Own was the name intended for a restaurant the movie star wanted to open near his home in Westport, Conn. But the idea never went anywhere, freeing up Newman to start a business in the early 1980s with his friend Hotchner, a bestselling author (Papa Hemingway), selling a salad dressing made from Newman's personal recipe. The rest is history. As this breezy memoir recalls, the two broke every rule for launching a new food business, ignoring the failure rate for celebrity-themed products, demanding all-natural ingredients and bypassing nearly every aspect of market research (although they did hold one taste test at the home of local caterer Martha Stewart). Despite all this, they managed to pull in nearly \$1 million in profits their first year, all earmarked for charity, and have since launched many more products and donated nearly \$140 million. This part of the story doesn't really have a lot of meat to it, but it is an entertaining string of anecdotes, song parodies and wacky customer letters. The book's second half becomes more somber as it shifts focus to the Hole in the Wall Gang, the organization they created to build and run camps for children with serious illnesses. The origins of each of the eight camps are recounted in detail, along with letters from some of the campers. A slew of appendixes, including several recipes utilizing Newman's Own products, rounds out the text. Copyright 2003 Reed Business Information, Inc. From BooklistMovie actor Newman and his writer friend Hotchner broke all the business rules to become significant players in the food industry--and used their profits to open summer camps for critically ill children. They started selling Newman's "home brew" salad dressing in 1982 as a joke, but in the following 20 years they gained national recognition with an expanded product line, allowing them to give away \$150 million. Their Hole in the Wall Gang camps (named after the outlaw band led by Butch Cassidy and the Sundance Kid, immortalized on film by Newman and Robert Redford), which serve children with life-threatening diseases, became very successful. Noted for strict attention to the quality of staff and operations, the camps have been replicated in several states and in other countries, too. This is a witty and inspiring tale, not coincidentally also excellent public relations for the authors, their food products, and their fund-raising efforts for the children's camps. Mary Whaley Copyright copy; American Library Association. All rights reserved From the Inside Flap“There are three rules for running a business; fortunately, we don't know any of them.” In 1978, Paul Newman and A. E. Hotchner decided that rather than just distribute Paul's own salad dressing at Christmas to neighbors, they would offer it to a few local stores. Freewheeling, irreverent entrepreneurs, they conceived of their venture as a great way to poke fun at the mundane method of traditional marketing. Much to their surprise, the dressing was enthusiastically received. What had started as a lark quickly escalated into a full-fledged business, the first company to place all-natural foods in supermarkets. From salad dressing to spaghetti sauce, to popcorn and lemonade, Newman's Own became a major

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