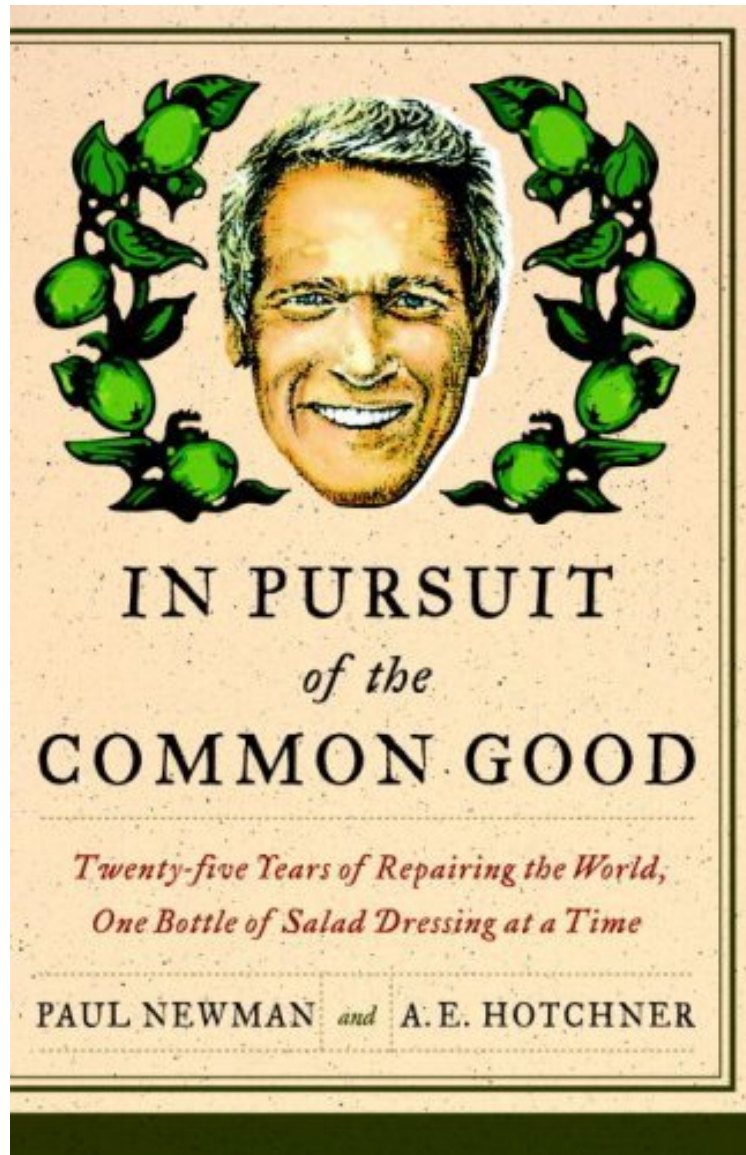


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In Pursuit of the Common Good: Twenty-Five Years of Improving the World, One Bottle of Salad Dressing at a Time

Paul Newman, A.E. Hotchner
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Paul Newman, A.E. Hotchner : In Pursuit of the Common Good: Twenty-Five Years of Improving the World, One Bottle of Salad Dressing at a Time before purchasing it in order to gauge whether or not it would be worth my time, and all praised In Pursuit of the Common Good: Twenty-Five Years of Improving the World, One Bottle of Salad Dressing at a Time:

0 of 0 people found the following review helpful. Marvelous introduction to a great product line and the cause behind it!By Miller.Occasionally I have casually noticed a Newman food product on the supermarket shelves over the years from time-to-time, presuming it was just another celebrity endorsed item which was pay-for-play. Upon reading this book, I found that was absolutely NOT the case. It became very clear that Newman and Hotchner were very committed to break the rules and crash the gates of classic marketing, particularly supermarketing. They were planning to do it with a totally unorthodox product and style. They did with a vengeance and yet, with aplomb! ... and they did for charity ... and it is still going!Some of the material is so funny you have to put it down, sit and laugh! Then you pick it up again and encounter something else that is even funnier. On the other hand, some of the stuff will make you cry and definitely feel the pain of some beneficiaries of the charity founded by the partners. You may have guessed by now that I have a much different view of the product line now - I buy many of their offerings ... with regularity and love 'em all!11 of 11 people found the following review helpful. A book worthy of a man of Newman's stature.By M.G. Brown "In Pursuit of the Common Good" (subtitled: Twenty Five Years of Improving the World, One Bottle of Salad Dressing at a Time) is a non-fiction work written by the late Paul Newman and Aaron E. Hotchner (American author, most known IMHO for his novels about Ernest Hemmingway).This book is about the founding of "Newmans Own" natural foods, how it all started with Newman not being sure what to do with leftovers of his personal salad dressing made in a batch intended as holiday gifts for friends, and why they decided to give 100 percent of the profit from "Newmans Own" to charity.I feel that the first few chapters would be interesting for anyone planning to start a small business, especially one selling food products. The challenges and pitfalls that they overcame are very interesting- I had no idea that a well-known movie star would have to go through all of this just to start a business. I was also surprised that Newman was very involved in the formula for the salad dressing, and other products such as the salsa and pasta sauces.As an example, the first "Newmans Own" maranara sauce was based on a recipe Newman wrote on the back of a paper bag and went through no less than 10 "pre production" iterations before it met with PLN's approval to produce.The methods used by Newman and Hotchner to gather public opinion about their products are noteworthy also. Newman's Own saved many thousands of dollars by not listening to the so called "marketing experts" and using their own methods (saving an estimated \$1,320,000 in pre-production research).It's worth noting that prior to Newman's Own, large food producers such as Kraft, etc. felt it was impossible to offer "all natural" foods with fresh ingredients for sale to the general public. In this way all of Newman's Own products were pioneers in the area of natural foods containing no chemical preservatives.Newman at first balked at the idea of having his face on the product labels but was encouraged to do so by Ellen Posey (wife of broadcaster and former F1, Indy and sports car racer Sam Posey). Ellen was also responsible for the distinctive design of the Newman's Own product labels.It is a light and humorous read, and like the Newman's Own products, the proceeds from sale of the book go to "Hole in the Wall Camps" for crippled and terminally ill children.Each section of the book has a few pages of reprinted letters from people commenting about Newman's Own products. One letter is addressed to "Mr Redford"; Hopefully Paul took that with good humor.There is a section in the back of the book with Paul Newman's favorite recipes, some of which were originally published in Good Housekeeping magazine, others were published in "The Hole in the Wall Gang Cookbook".0 of 0 people found the following review helpful. In pursuit of the Common GoodBy Joan StrongDelightful story, I have always loved Paul Newman and now have a new respect for him.

Shameless exploitation has never been more fun nor done more good for more people than when done by Newman's Own; the first green food company to use all-natural ingredients, and still the most successful. It was 1982 when Paul Newman and A. E. Hotchner made their foray into local gourmet shops with bottles of their homemade salad dressing. The venture was intended to be a lark, a way to poke fun at the traditional way the market operates. Hurdling obstacle after obstacle, they created the first company to mass-market all-natural products, eliminating the chemicals, gums, and preservatives that existed in food at the time. This picaresque saga is the inspiring story of how the two friends parlayed the joke into a multimillion-dollar company that gives all its profits to the less fortunate without spending money on galas, mailings, and other expensive outreaches. It also serves as a textbook for foundations and charitable organizations looking to do the most good they can with what they have.Told in alternating voices, Newman and Hotchner have written a zany tale that is a business model for entrepreneurs, an inspirational book, and just plain delightful reading.