"This is the most important book I’ve read in a very long time," says Dr. Matt Murphy, Assistant Professor of Strategy and Sustainability at Gustavson. “I would highly recommend it to all of our faculty and staff.”

In *The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public*, Lynn Stout, a professor of corporate and business law at Cornell, systematically demonstrates that there is neither a legal basis nor empirical evidence to support the assumption that business should place the interests of shareholders (i.e. maximize shareholder wealth) before the interests of all other stakeholders of a company. “Her work,” Dr. Murphy explains, “provides us as faculty members a lot of ammunition that we can use in the classroom to convincingly show our students that the concept of shareholder primacy does not represent the way that business must or should work. Realizing this as a society is hugely important if we are to take any significant steps towards developing a sustainable economic model.”

Robert Morales, lead lawyer for the current Hul’qumi’num Treaty Group petition to the Inter American Commission on Human Rights, will be speaking about Indigenous Human Rights & Aboriginal Rights on Thursday, September 19, 4-5pm in CornettA120.

Here’s more research that backs up the findings shared with Gustavson last fall by Dr. Andrew Hoffman of the University of Michigan, whose work has found that Americans will believe what their referential groups believe regardless of scientific findings. “An attack on science? Media use, trust in scientists, and perceptions of global warming,” Hmielowski et al in *Public Understanding of Science*, June 2013.

“*Patagonia Enjoys Unique Benefits of Its Authentic Sustainability Ethos*,” according to Dale Buss in *brandchannel.com*. “Patagonia lately has been urging its outdoorsy customers to ‘buy less’ and question whether they really need that several-hundred-dollar new parka, even from Patagonia,” Buss writes. “The messaging has been suggesting they should just repair and keep using the $700 Patagonia parkas they already have instead of buying new ones.”

The upshot is that Patagonia's fans and customers are both joining the brand's sustainability cause—and buying more new parkas from Patagonia. Sales increased almost one-third to $543 million last year. Now, is it my imagination or is Kyle Stock kind of annoyed that Patagonia's good deed has gone unpunished? Check out Stock’s article in BloombergBusinessWeek’s “*Patagonia’s ‘Buy Less’ Plea Spurs More Buying*” and see what you think.

Bike Skills and Safety courses on Sept 14, Oct 5 and Oct 6 still have room for more participants! Whether you are a newbie or have been riding for 20 years, this course will help you have fun while learning and practicing bike handling and safety skills in a full-day course – all for only $30! [biketowork.ca/victoria/workshops](http://biketowork.ca/victoria/workshops)

Get ready for Bike to Work Day on October 2!