



Do the **KIND** Thing: Think Boundlessly, Work Purposefully, Live Passionately

Daniel Lubetzky

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For the socially conscious, the intellectually curious, or the creative soul comes an inspiring, *New York Times* bestselling handbook for success in business, life, and the all-important task of building a more compassionate world—by the visionary founder and CEO of KIND Healthy Snacks.

When Daniel Lubetzky started KIND Healthy Snacks in 2004, he aimed to defy the conventional wisdom that snack bars could never be both tasty *and* healthy, convenient *and* wholesome. A decade later, the transformative power of the company's "AND" philosophy has resulted in an astonishing record of achievement. KIND has become the fastest-growing purveyor of healthy snacks in the country. Meanwhile, the KIND Movement—the company's social mission to make the world a little kinder—has sparked more than a million good deeds worldwide.

In *Do the KIND Thing*, Lubetzky shares the revolutionary principles that have shaped KIND's business model and led to its success, while offering an unfiltered and intensely personal look into the mind of a pioneering social entrepreneur. Inspired by his father, who survived the Holocaust thanks to the courageous kindness of strangers, Lubetzky began his career handselling a sun-dried tomato spread made collaboratively by Arabs and Jews in the war-torn Middle East. Despite early setbacks, he never lost his faith in his vision of a "not-only-for-profit" business—one that sold great products *and* helped to make the world a better place.

While other companies let circumstances force them into choosing between two seemingly incompatible options, people at KIND say "AND." At its core, this idea is about challenging assumptions and false compromises. It is about not settling for less and being willing to take greater risks, often financial. It is about learning to think boundlessly and critically, and choosing what at first may be the tougher path for later, greater rewards. By using illuminating anecdotes from his own career, and celebrating some past failures through the lessons learned from them, Lubetzky outlines his core tenets for building a successful business and a thriving social enterprise. He explores the value of staying true to your brand, highlights the importance of transparency and communication in the workplace, and explains why good intentions alone won't sell products.

Engaging and inspirational, *Do the KIND Thing* shows how the power of AND worked wonders for one company—and could empower the next generation of social entrepreneurs to improve their bottom line *and* change the world.

Advance praise for *Do the KIND Thing*

"An enjoyable read . . . wise advice about matters from product development to people management."—*Financial Times*

"By sharing the ten tenets that helped KIND grow, Daniel Lubetzky has given entrepreneurs a road map to success that includes both passion and purpose."—**Arianna Huffington, president and editor in chief, Huffington Post Media Group**

“Lubetzky uses the power of kindness to build purpose into his business and his community. He’s a role model for future leaders.”—**Mehmet Oz, M.D., professor of surgery, Columbia University**

“I’ve always been a fan of the KIND brand. This engaging and inspirational book shows how coupling a social mission with creativity can spark change and empower a generation.”—**Bobbi Brown, founder and CCO, Bobbi Brown Cosmetics**

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