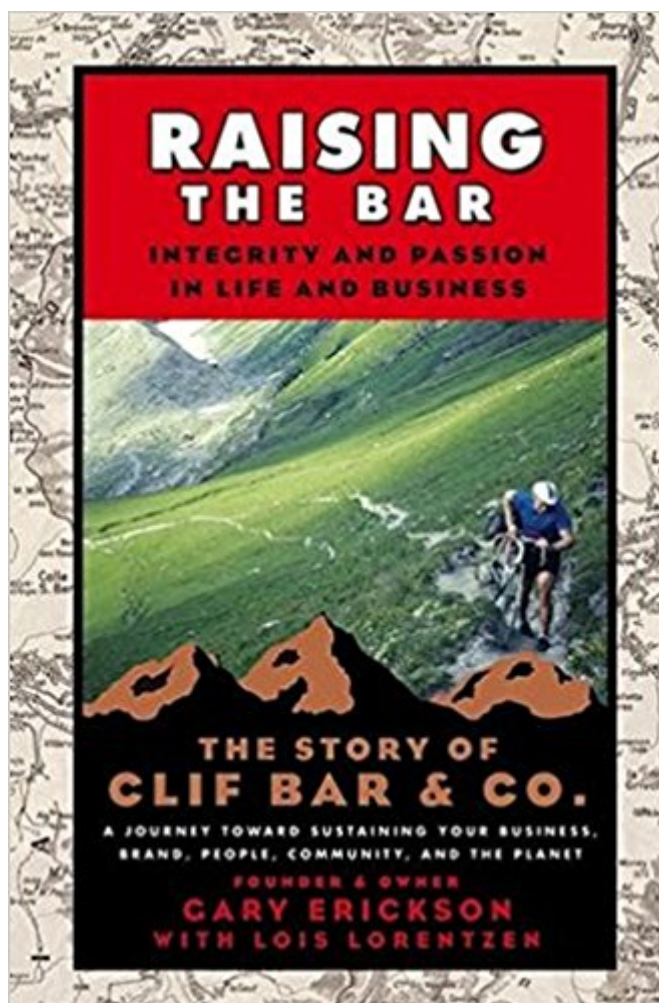


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# Raising The Bar: Integrity And Passion In Life And Business: The Story Of Clif Bar Inc.



## Synopsis

In April of 2000, Gary Erickson turned down a \$120 million offer to buy his thriving company. Today, instead of taking it easy for the rest of his life and enjoying a luxurious retirement, he's working harder than ever. Why would any sane person pass up the financial opportunity of a lifetime? Raising the Bar tells the amazing story of Clif Bar's Gary Erickson and shows that some things are more important than money. Gary Erickson and coauthor Lois Lorentzen tell the unusual and inspiring story about following your passion, the freedom to create, sustaining a business over the long haul, and living responsibly in your community and on the earth. Raising the Bar chronicles Clif Bar's ascent from a homemade energy bar to a \$100 million phenomenon with an estimated 35 million consumers, and a company hailed by Inc. magazine as one of the fastest-growing private companies in the U.S. four years in a row. The book is filled with compelling personal stories from Erickson's life--trekking in the Himalayan mountains, riding his bicycle over roadless European mountain passes, climbing in the Sierra Nevada range--as inspiration for his philosophy of business. Throughout the book, Erickson--a competitive cyclist, jazz musician, world traveler, mountain climber, wilderness guide, and entrepreneur--convinces us that sustaining one's employees, community, and environment is good business. If you are a manager, executive, business owner, or board member, Raising the Bar is your personal guide to corporate integrity. If you are a sports enthusiast, environmentalist, adventure lover, intrigued by a unique corporate culture, or just interested in a good story, Raising the Bar is for you.

## Book Information

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## Customer Reviews

"What makes this book [Raising the Bar] worth reading is that he's [Gary Erickson] as honest about his mistakes as his successes." (Newsweek, October 4, 2004) --This text refers to an out of print or unavailable edition of this title.

• Gary Erickson realizes that businesses have tremendous power to harm or protect the natural world, our common home. I applaud the efforts of Gary and Clif Bar to develop business practices that promote an ethic of global responsibility. • --Mikhail S. Gorbachev, chairman, Green Cross International • Gary Erickson believes that doing good and doing business should go hand in hand. Raising the Bar tells the inspiring story of a scrappy company's battle to stay privately owned and to better its people, the community, and the planet in the process. • --Ben Cohen, cofounder, Ben & Jerry's Ice Cream, and president, TrueMajority.org • This is a beautiful book about courage, commitment, integrity, and vision. It is also a story that reminds us that one person does make a difference by leading the way through the inspiration of the heart. • --Julia Butterfly Hill, author, The Legacy of Luna • Gary Erickson's story is sheer inspiration. Reading it makes you want to ride a bike up a high mountain, dust off your musical instrument and join a jazz band, or launch an outrageous company. This is a life manual masquerading as a business book. • --David Batstone, author, Saving the Corporate Soul • In Raising the Bar, Gary Erickson's incredible journey raises our expectations of corporate America and most importantly our hope for a better world. • --Jeanne Rizzo, R.N., executive director, The Breast Cancer Fund • My son Gary's awesome true Clif Bar story, as told in this book, brings tears to my eyes, sends chills up my spine, and gives joy to my heart. • --Clifford Erickson • I can relate to a guy who's faced a few challenges on a bike. Reading about Gary's adventures in the mountains, on his bike, and with Clif Bar inspires me. Gary understands the meaning of adventure in life and business. • --Tyler Hamilton, professional cyclist • Whether I've been climbing or just visiting with Gary, he motivates me to consider what's possible. He has a powerful dreaming mind and a kind of vision to make our world a better place. It's awesome to see Gary and the people at Clif Bar turn their business into a way of life. • --Ron Kauk, climber --This text refers to an out of print or unavailable edition of this title.

I must say I am very pleasantly surprised by the quality of this book! Not only is the publishing/design unlike any book I have seen, the content is AMAZING! I figured this would be an interesting book to read, not expecting it to be the page turner it was for me! Gary really tells the full

story of Clif Bar not only from the POV of outsiders looking into the company, but what took place inside his own mind and in his own experiences. Not only does this book feature a fun/very interesting collection of Gary's personal stories, but also an entire business philosophy that IS working inside the Clif company. A very good read that I would recommend to outdoor enthusiasts, business people, and Clif lovers alike. Worth the money!!!

If you're ardently concerned about what you eat - and like Clif bars, this book is for you. I've eaten Clif bars for years and recently felt led to reevaluate my health/energy bars. I emailed queries to several health/energy bar manufacturers concerning various ingredients (i.e., non-GMO and organic). I was disappointed - all except my email to Clif Bar. At about the same time, I came across this book on , while shopping for 'priced right' Clif bars. I purchased the book. I read the book in its entirety in two days - some 343 pages. The book made for a very interesting read. My conclusions: "Clif Bar & Co." is a solely owned company that listens to a different drummer. Rather than profit margins being 'Job 1' for corporate stockholders, quality of product and employee relations are paramount. Refreshing! Since 2003, all Clif bars have been certified organic. I also learned that Clif bars have irregular shapes by design. I'm encouraged by Clif Bar & Company's dedication to healthful and quality products. As a result of reading this book, I'm now enjoying more Clif bars - without any questions lurking in the back of my mind as to what I'm consuming. I'm essentially a low fat, low sodium vegan, who goes to considerable lengths to avoid all genetically modified foods . My favorite flavors are Chocolate Chip and Oatmeal Raisin Walnut. Buy the book - you won't regret it.

This is probably the best book I have read about starting a company. I would rate this as a must read for anyone thinking about starting a company out of their garage. Especially if it is a physical product. This book defines the core principles of bootstrapping. Very inspiring indeed.

I always find it interesting to learn how entrepreneurs make it big and I was curious about the energy bar industry, so I bought this book. It chronicles the ups and downs of Clif Bar. I enjoyed Erickson's analogy of the red road versus the white road. Reading this book gave me a much greater appreciation for the human/culture side of business - something which had not previously occurred to me. Overall a great book. I highly recommend it.

This book was pretty interesting if you enjoy reading about how now large companies got their start. Clif bar uses a lot of ingredients I don't agree with (or consume), so I do not use their products.

However, this was a good read!

The backstory of Clif Bar is pretty amazing. The entrepreneur, the passion, the principles and the product. Gary went through ups and downs to achieve his success. I would have liked to hear more of the stories of Clif's success and perhaps less autobiography, but the book is a good read overall.

I think the snack is awesome....the book not so much. He has a great story to tell....just isn't a great writer

I think anyone who has started a company can relate to Gary's journey with Clif Bar. An amazing story full of gems, worth reading together with your team.

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