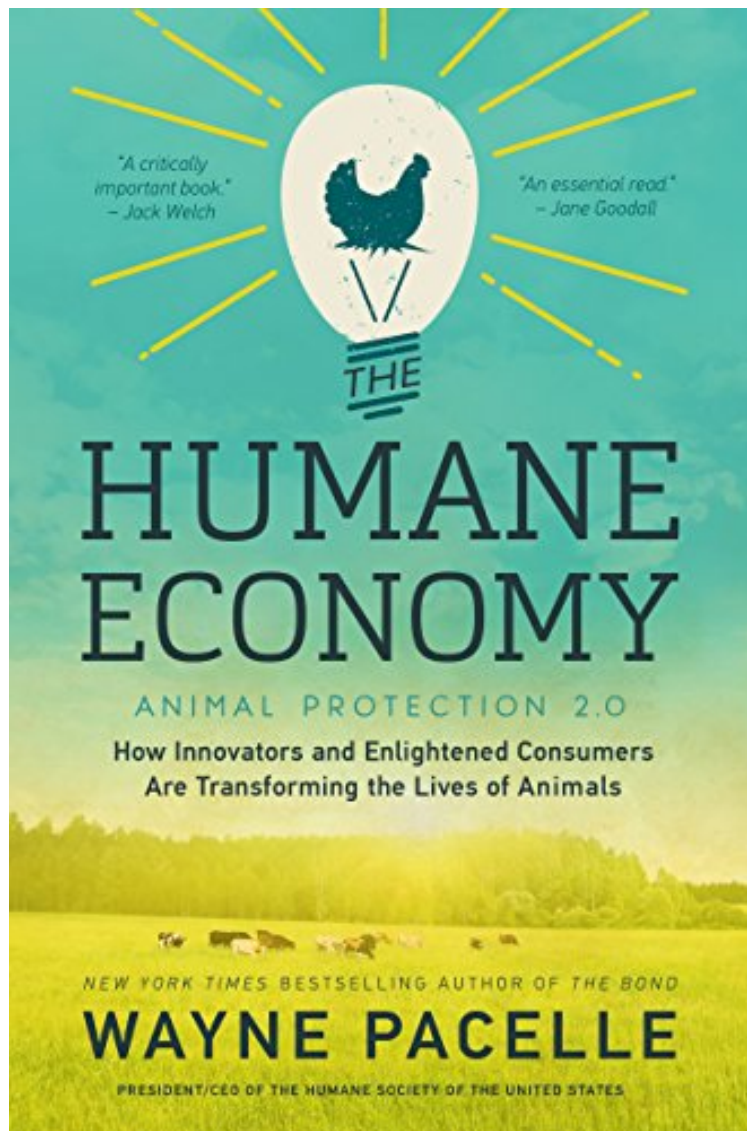


(Get free) The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals

## The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals

Wayne Pacelle

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**Wayne Pacelle : The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Humane Economy: How Innovators and Enlightened Consumers Are Transforming the Lives of Animals:

90 of 93 people found the following review helpful. Good Ideas to Help End AbuseBy BassocantorI did not like reading this book. By that, I don't mean that THE HUMANE ECONOMY is badly written or uninteresting, or

anything like that. It's just that the subject matter is so tragical that it's really rough reading. For those of you who are really kind-hearted souls, I bet you will also have trouble reading this book. Nevertheless, I'm glad that I did read this book. I'm not too proud to admit I was ignorant of many practices revealed in this book. I learned a lot that I needed to know, and I also learned some practical ways to make a difference. THE HUMANE ECONOMY is not designed to just make you feel guilty, and then set you loose. Rather, the theme presented here is that it's possible to DO lots of constructive things to end animal abuse. Mr Pacelle documents cases that have changed for the better, with lots of hard work (and sometimes pressure applied to the right people.) One of the first chapters is a case study on PetSmart and Petco. The author shows how these corporations decided to stop supporting the puppy mill business, and instead, use their stores as animal adoption locations. (I have personally visited these adoption days at both these stores.) When money is involved, the author explains, it will likely be very difficult to convince a corporation to give up products in the name of animal welfare. But it can be done, as Mr. Pacelle documents. In the chapter, "A Capitalist Revolution Frees the Pigs, we see how McDonald's corporation was pressured by none other than Carl Ichan. Ultimately, after much cajoling, they agreed to not buy pork originating from breeding cages called "gestation stalls." I confess I had never heard of this form of animal abuse before, and I'm delighted that McDonald's agreed to stop supporting the practice. The author explains the key difficulty in getting traction on animal abuse cases. It's simply that most people are distant from the actual animal abuse. Most folks have no idea where the chicken meat came from, or how puppy mills operate. So, people might unwittingly buy a product associated with animal abuse, but they don't actually see the abuse themselves. "Perhaps you may know in the back of your mind that there is more than a strong residue of cruelty in such products, but almost never focus on the painful details. You become an unwitting or passive commercial partner in these enterprises..." "One challenging problem for us, in modern society, is that we can be so disassociated from the reality of exploitation, removing the urgency and even the moral influence or relevance of an issue." Few people would agree to set a horrible trap for an animal, but behind closed doors, we use "proxies" who do the dirty deed. But we can easily turn away--it's remote from us. Towards the end of the book the author exhorts us to be creative, find ways to be humane: "Once awakened and informed about animals, there's nothing to stop us from demonstrating our particular creative genius to find more humane ways to do business." Nicely stated So all-in-all, I cannot honestly say I enjoyed reading THE HUMANE ECONOMY. Actually, I did not enjoy reading this book. However, I'm glad I did. It opened my eyes to certain practices that I wish to see stopped. The author does a good job of documenting the problem and giving us some specific ways to help solve it. Advance reading copy courtesy of Edelweiss book distributors

9 of 9 people found the following review helpful. Great information for the consumer ...By Customer I love this book. Having read this book I am better able to make important buying decisions. I want to reward the companies that have made a commitment to the humane treatment of animals. I am also ready to find more plant based protein sources! I have changed where I shop and eat based on the information I have learned.

6 of 6 people found the following review helpful. YES. By Christian Josi As a great admirer of Wayne Pacelle and HSUS, I was very much looking forward to reading The Humane Economy. All I can say is, it lived up to my expectations and then some. We as a society are at an important moment when it comes to animal welfare. Americans of all political stripes are finding more and more common ground on the subject, and as a result awareness, compassion and real change are afoot like never before (thanks on no small part to Wayne and his colleagues). This frank book will, hopefully, only act as gasoline for that good fire. Please read.

A major new exploration of the economics of animal exploitation and a practical roadmap for how we can use the marketplace to promote the welfare of all living creatures, from the renowned animal-rights advocate Wayne Pacelle, President/CEO of the Humane Society of the United States and New York Times bestselling author of *The Bond*. In the mid-nineteenth century, New Bedford, Massachusetts was the whaling capital of the world. A half-gallon of sperm oil cost approximately \$1,400 in today's dollars, and whale populations were hunted to near extinction for profit. But with the advent of fossil fuels, the whaling industry collapsed, and today, the area around New Bedford is instead known as one of the best places in the world for whale watching. This transformation is emblematic of a new sort of economic revolution, one that has the power to transform the future of animal welfare. In *The Humane Economy*, Wayne Pacelle, President/CEO of the Humane Society of the United States, explores how our everyday economic decisions impact the survival and wellbeing of animals, and how we can make choices that better support them. Though most of us have never harpooned a sea creature, clubbed a seal, or killed an animal for profit, we are all part of an interconnected web that has a tremendous impact on animal welfare, and the decisions we make—whether supporting local, not industrial, farming; adopting a rescue dog or a shelter animal instead of one from a "puppy mill"; avoiding products that compromise the habitat of wild species; or even seeing Cirque du Soleil instead of Ringling Brothers—do matter. *The Humane Economy* shows us how what we do everyday as consumers can benefit animals, the environment, and human society, and why these decisions can make economic sense as well.

"Essential reading for anyone interested in animal welfare. This fabulous book reveals the inside story of how the fight against human cruelty to animals is gradually being won. A fascinating, highly readable, and remarkably

comprehensive book." --(Jane Goodall, PhD, DBE, Founder of the Jane Goodall Institute UN Messenger of Peace)"A critically important read for anyone who cares about business success or animals - or, like so many of us, both." -- (Jack Welch, founder of the Jack Welch Management Institute)From the Back CoverFrom the leader of the Humane Society of the United States comes an inspiring frontline account of how individuals' conscience and creativity can address society's widespread mistreatment of animals: by bringing our moral values in line with our business practices, the "humane economy" is driving a revolution that is changing forever how we create wealth and treat our fellow living creatures About the AuthorWayne Pacelle has been the president and CEO of the Humane Society of the United States for more than ten years, playing a leading role in transforming the organization, the nation's largest animal protection charity, into a dynamic public force and voice for all animals. He lives in Washington, DC.