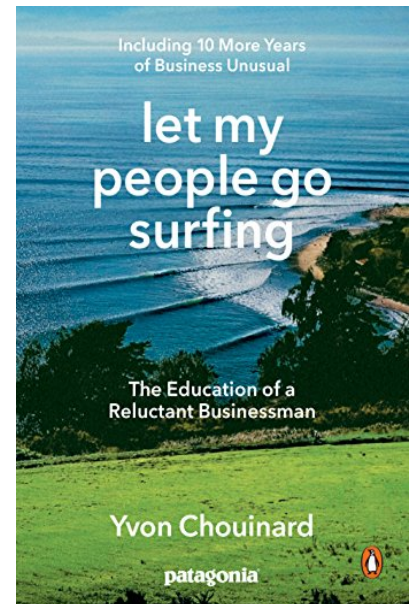


# Let My People Go Surfing Book Summary (PDF) by Yvon Chouinard

Ready to learn the most important takeaways from Let My People Go Surfing in less than two minutes? Keep reading!



## Why This Book Matters:

Let My People Go Surfing tells the story of how the company, Patagonia, came to fruition and how founder, Yvon Chouinard, made sure the base of his business was laid on the principles he believed.

## The Big Takeaways:

1. **Patagonia was founded on Yvon Chouinard's appreciation for the outdoors.**
  1. If While climbing, Chouinard realized a need to eliminate pitons and switch to chocks that could be removed, leading to a bold move that would start his company.
2. **Chouinard was not the business type but knew he had to develop a business mind.**

1. Chouinard knew the market he was trying to reach was niche; therefore, he expanded his market by creating well-made clothing in lots of fun colors.
3. **Chouinard accidentally went too far too fast.**
  1. Chouinard had to scale back his business temporarily to remember his original focus of putting the environment first.
4. **Patagonia created a brand that was part quality and part philosophy.**
  1. Patagonia was successful in creating a brand where the values of the company could not be separated from the product.
5. **Patagonia has found success in products that are more than useful.**
  1. Patagonia aims to create products that are long-lasting and do their job well, all while taking care of the environment.

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