



# **FIREPAW**



## **THE FOUNDATION FOR INTERDISCIPLINARY RESEARCH AND EDUCATION PROMOTING ANIMAL WELFARE**

**Animals already get it.  
We teach people.  
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**Speaker:** Josh Frank      **Topic:** Getting through to Business

- I. My perspective and background  
Business experience as executive/manager for major corporation  
Academic: Professor of Economics and Business with Ph.D./MBA in these areas  
Giving former insider's corporate perspective—not as a leader of boycott's/direct action
- II. Animal exploitation is about economics
  - A. Most exploitation is a result of demand for market goods by consumers and the profit motive of businesses to supply goods/decrease costs
  - B. Legislation is a result of the economics/pressure—not the cause
  - C. Solutions often are also economic
  - D. Boycotting is not enough--the two ways we have a market impact
    1. Impacting demand
    2. Impacting business decisions
- III. What business cares about
  - A. How much time you should spend on persuasion (why putting the most powerful and articulate argument into your letter is a waste of time)
  - B. What kind of arguments work on business
    - i. \$\$\$\$\$
    - ii. Adding you vote/making them aware
    - iii. Changing their equations
- IV. Business as imperfect
  - A. Disconnects between layers/departments
    - i. How different departments and levels communicate (or don't)
    - ii. Overcoming this
      - a. Hitting multiple areas
      - b. Choosing the right areas
  - B. Business as biased/flawed decision-makers

- i. Not knowing all relevant facts
- ii. Inherent bias and rationalization
- iii. Knowing where they come from
- iv. Bridging logical gaps

V. Who to reach

- A. Small versus Large business—where do you get the most “bang for your buck”
- B. The worst culprits versus “one degree of separation”
  - i. Core vs. peripheral interests
  - ii. Understanding their cost-benefit equation

VI. Alternatives to not buying

- A. Ownership
- B. Campaigns/publicity
- C. Direct Action