



Sustainable Business Series

An educational collaboration between the
Center for Sustainability and the Environment and the
Sullivan Center for Business and Entrepreneurship

“How to Build a Purpose-Led Marketing Platform”

Jim Armstrong, founder
Good For Business

Good for Business, a certified B Corporation, is a full service creative communications firm dedicated to serving only socially-responsible and sustainably-conscious businesses and organizations committed to creating a better world. Jim Armstrong helps his clients unearth, capture and validate their noble purpose and cause, then he strategically creates digital, print and integrated messaging tools to successfully achieve that purpose.



Wednesday, March 18, 2015 at 7:00PM
Zabriskie Hall Room 106

This event is free and open to the public.

Wells College is committed to providing access to all events; anyone needing assistance should contact Marian Brown, Center for Sustainability and the Environment, at 364-3304 or by email at mbrown@wells.edu, as soon as possible.



Wells College

The education of an extraordinary life.