

The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer



In a world where the economy often seems to prioritize profit over people, it can be easy to feel disheartened. But what if there was a way to create a local economy that was both prosperous and socially responsible? That's the question that activist entrepreneur Jessy Tolkan set out to answer.



Good Morning, Beautiful Business: The Unexpected Journey of an Activist Entrepreneur and Local-Economy Pioneer by Judy Wicks

★★★★☆ 4.4 out of 5

Language : English
File size : 11759 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 320 pages



In her new book, *The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer*, Tolkan shares her inspiring story of how she built a thriving local economy in her hometown of Asheville, North Carolina. She started by creating a local currency called the Asheville Dollar, which was designed to keep money circulating within the community. She then went on to launch a number of other initiatives, including a local food co-op, a community land trust, and a renewable energy co-op.

Today, Asheville is a vibrant and thriving city with a strong local economy. And Tolkan's work has been recognized around the world for its innovative approach to economic development.

The Power of Local Economies

Tolkan believes that local economies are essential for creating a more just and sustainable world. She argues that when money circulates within a community, it creates wealth that can be used to meet the needs of all

residents. Local economies also help to reduce environmental impact by shortening supply chains and promoting local production.

In her book, Tolkan provides a roadmap for how to create a local economy in your own community. She covers everything from starting a local currency to launching a community land trust. She also offers advice on how to overcome the challenges that you're likely to face along the way.

Tolkan's Journey

Tolkan's journey to becoming an activist entrepreneur was not always easy. She faced skepticism and resistance from some members of her community. But she never gave up on her vision of a more just and sustainable economy.

In her book, Tolkan shares the ups and downs of her journey. She writes about the challenges she faced, the lessons she learned, and the people who inspired her along the way. She also offers a glimpse into her personal life, including her struggles with mental illness and her journey to becoming a mother.

Tolkan's story is an inspiring example of how one person can make a difference. It is a must-read for anyone who is interested in creating a more just and sustainable world.

The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer is a powerful and inspiring book. It is a must-read for anyone who is interested in creating a more just and sustainable world. Tolkan's journey is a reminder that we all have the power to make a difference.



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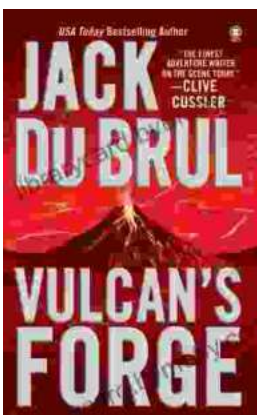
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