

## 5 BOOKS...

### EVERY CHILD SHOULD READ BEFORE THEY'RE 12



**JILL MURPHY**

**1 DOGGER** Written and illustrated by Shirley Hughes

Based on a few days in a small boy's life, it tells the story of how Dogger, the much loved toy dog, was lost and finally found again.

**2 THE SHEEP-PIG** Dick King-Smith

This is the book that became *Babe* on film. Charming and thought-provoking. Babe the pig is so cute and politely funny, and it has a brilliant ending.

**3 THE SWORD IN THE STONE**

TH White  
An amazing story of King Arthur's boyhood, in which he is taught by Merlin how to cope with life by turning into various different animals.

**4 THE MAGICIAN'S NEPHEW**

CS Lewis, illustrated by Pauline Baynes  
This is a sort of prequel to *The Lion, The Witch and the Wardrobe* and it's my favourite of all the Narnia books.

**5 PEACE AT LAST**

Written and illustrated by me!  
It tells the story of a family of bears and what happened one night when Mr Bear found it difficult to sleep. Sorry to boast but it's a good picture book!



*The Worst Witch and The Wishing Star* by Jill Murphy is out now (Puffin Hardback, £9.99)

## FREE FOR KINDLE



### THE WELL-BELOVED

Thomas Hardy (1897)  
A young sculptor, Jocelyn, becomes obsessed by the notion of the ideal woman – whom he calls the

well-beloved – and spends his life in search of her. He is as quick to identify her in a particular woman as he is to feel her inhabit the body of yet another: he declares his love but almost immediately discards the former object of his desire.

The novel focuses on Jocelyn's infatuation, as he ages, with young incarnations of the well-beloved from three different generations of the same family. A lyrical exploration of the doomed concept of romantic love.

[gutenberg.org/ebooks/3326](http://gutenberg.org/ebooks/3326)

WORDS: KATE QUARRY



## AUTHOR FIRST PERSON

### JON MILLER & LUCY PARKER

A life-saving bar of soap proves big business isn't necessarily bad

**"IF YOU WANT TO FIX THE WORLD, HARNESS THE POWER OF BIG BUSINESS, RATHER THAN FIGHT IT"**

Most people don't automatically think of a bar of soap as a life-saving product but it is. Every day, 4,000 children around the world die of diarrhoea – and half of these deaths could be prevented by the simple act of handwashing. We take this simple product for granted but when it first became widely available, soap was nothing less than a revolution.

This revolution was started by William Lever, the son of a grocer in the north of England. It was 1884 and he set up a company to sell the world's first packaged soap. Cholera epidemics and deadly outbreaks of typhoid had ravaged the cities, claiming tens of thousands of lives. The poor were especially hard hit, living in overcrowded, unsanitary slums. There was no easy way to keep clean.

Lever's answer was Lifebuoy, a name he chose because it was literally a life-saver. Lifebuoy was a simple product with a big ambition: "To make cleanliness commonplace". Cheap enough for most people to afford, it saved countless lives in Victorian Britain. It also made Lever a rich man and laid the foundations for one of the world's business giants: Unilever, which now sells many household brand names – Dove, Persil and PG Tips to name a few.

We wanted to find out whether this kind of ambition was alive in today's Unilever – and so we went to India, where many people die of diseases that could be prevented by simple hygiene. Unilever still sells Lifebuoy in India and runs campaigns to educate people about handwashing. Since 2010, they've reached 50 million people and seen double-digit growth in sales. In Mumbai we met Sudir Sitapati, a Unilever manager. "It's such a powerful thing," he told us. "We're making a big impact on health and as a by-product of that soap consumption is going up."

It's not the sort of story that makes headlines over here. The media love to hate big business – and it's not hard to see why: corporates are powerful actors in the world and there are plenty of examples of them abusing this power. Generally, big business is seen as part of the problem, not the solution. But we think there's another side to the story. In our book, *Everybody's Business*, we went on the hunt for examples of big companies that, to use the motto of Unilever in India, are "doing well by doing good".

Our journey began in Uganda, where we visited a remote farming collective with a proud motto of their own: "We gain from our sweat". Only a few years ago, the village had been suffering biting poverty – and then Coca-Cola took an interest in the mangos that grow there. Dealing with thousands of smallholder farmers wasn't practical, so Coke joined forces with an NGO called TechnoServe. Together they worked to make the farmers more productive – and helped them lift themselves out of poverty.

We discovered many such examples – and not just in the developing world. Companies like Rolls-Royce, Siemens and GE spend billions each year on innovation – and we saw how much of this goes towards tackling one of the world's major challenges: energy efficiency. We also saw how Tesco, the world's second biggest retailer, has committed itself to fighting food waste through initiatives such as food banks. We found many stories like this and met the people making them happen.

Of course, we're not saying any of these companies are perfect – and neither are they. What we learnt writing this book is that businesses have the scale, resources, innovation and expertise to really make a difference. If you want to fix the world, maybe you're better off harnessing the power of business, rather than fighting it. ●

*Everybody's Business: The Unlikely Story of How Big Business Can Fix the World* is out now (Biteback, £20)

