



## daily GOOD

It takes generosity to discover the whole through others. If you realize you are only a violin, you can open yourself up to the world by playing your role in the concert. --Jacques Yves Cousteau

### Retailing With Heart

Venture into a Panera Cares cafe and you'll see the same menu and racks of freshly baked breads that are staples at the 1,400 Panera Bread restaurants across the United States. The only thing missing is the cash register. Instead, there's a donation box where customers pay on the honor system. Since opening its first "restaurant of shared responsibility" last May, Panera Bread is poised to take its new model nationwide. "We tell you the suggested price but the choice is yours," explains Panera co-founder Ron Shaich. "If you've got a few extra bucks, the right thing is to leave it. If you're feeling pressure, you can take a discount. If you've got nothing, you're free to enjoy your meal with dignity."

### Be The Change:

Explore the psychology of pay-what-you-can and pay-it-forward experiences.