

Ben & Jerry's Ben Cohen Says Selling Your Business Is 'A Shitty Goal'

ADWEEK spoke to Ben & Jerry's co-founder Ben Cohen about his activism, sticking to his brand mission, and the case for preserving independence.

<https://www.adweek.com/brand-marketing/ben-jerrys-ben-cohen-says-selling-your-business-is-a-shitty-goal/>