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The Truth About Green Business

By Gil Friend

Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book. Everything you need to know to green your business and grow your profit. * The truth about what climate change means for your business * The truth about running lean and green * The truth about future proofing your business Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH This book reveals 52 PROVEN GREEN STRATEGIES and bite-size, easy-to-use techniques that get results. This little book is inspiring in its range and practicality-not just for CEOs, but for every member of the enterprise.an exceptionally useful guide for going green at any scale of enterprise. CHIP CONLEY, CEO, Joie de Vivre Hospitality In a world where green business advice is rampant, this is the one resource you need: a field guide that combines insight and inspiration with a solid, actionable path forward. JOEL MAKOWER, Executive Editor, Introduction ix Part I: The Truth About Green Business TRUTH 1: What is a green business? 1 TRUTH 2: Why green your business? 5 TRUTH 3: How to approach greening your business 9 TRUTH 4: Why now? 13 TRUTH 5: Climate change and...



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