



Ecological Intelligence: The Coming Age of Radical Transparency (Paperback)

By Daniel Goleman

Penguin Books Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 198 x 133 mm. Language: English . Brand New Book. Although we all want to help the environment, our knowledge of what are green choices is often so limited that we can do more harm than good. But now a new phenomenon, radical transparency , the availability of complete information about all aspects of a product s history, is about to transform the power of consumers and the fate of business. Ecological Intelligence shows you: Why a T-shirt that claims it is 100 organic cotton may be in fact no such thing; Why it s good to buy tulips from Kenya and wine from France; and, That even the type of shampoo you use could affect the future of the planet. Knowledge is power. By discovering how to tune your eco intelligence, Daniel Goleman shows, you can make better decisions, and a better world.



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