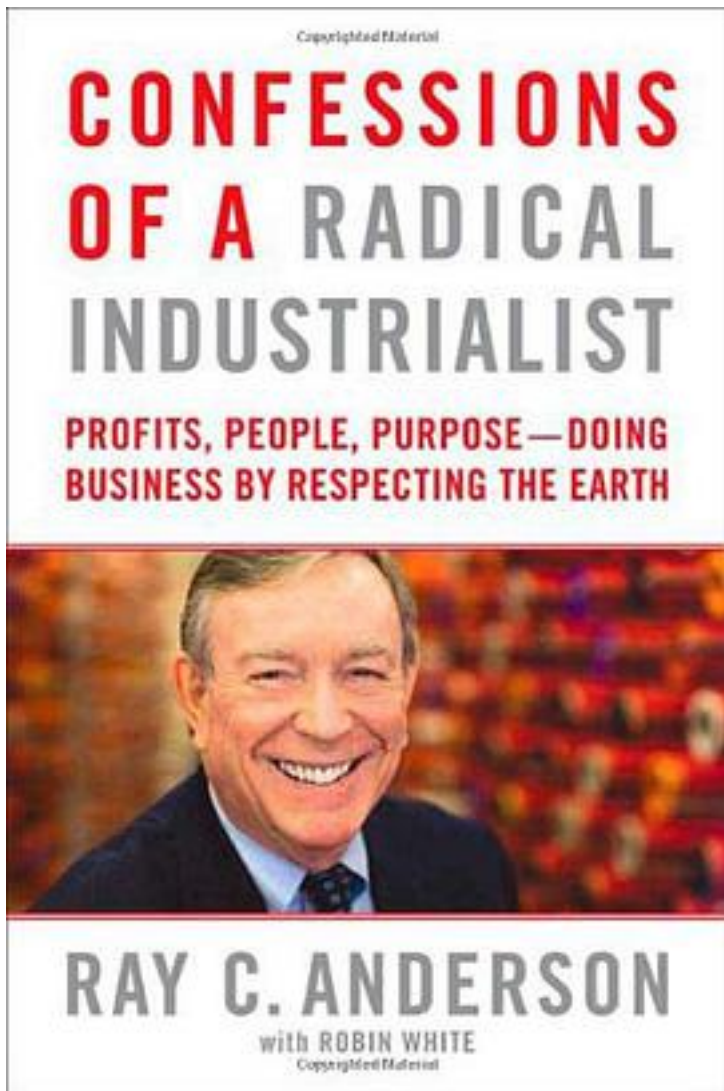


Confessions of a Radical Industrialist



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出版者:St. Martin's Press

出版时间:2009-09-15

装帧:Hardcover

isbn:9780312543495

In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothing from the earth that can't be replaced by the earth. Now, in the most inspiring business book of our time, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: In 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's "spear in the chest" revelation, Interface has: *Cut greenhouse gas emissions by 82% *Cut fossil fuel consumption by 60% *Cut waste by 66% *Cut water use by 75% *Invented and patented new machines, materials, and manufacturing processes *Increased sales by 66%, doubled earnings, and raised profit margins With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth.

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