

# Good to Green



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The business world is undergoing dramatic change that is driven by tough new legislation, expanded market based incentives and increased consumer awareness of environmental issues (e.g., hazard ingredients in products, alternative energy, reduction in greenhouse gases). This is forcing companies to reassess the life cycle of their products and the efficiency of their supply chains. Environmental issues are becoming business critical. Good to Green provides the vital information, backed by case studies and examples, that gives progressive business leaders the strategic know-how to pro-actively manage environmental issues and realize the business benefits of going green.

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