

True Green at Work



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著者:McKay, Kim

出版者:

出版时间:2008-2

装帧:

isbn:9781426202636

Now, from the authors of the quintessential how-to-go-green guide for individuals and households, this definitive do-it-yourself manual is for the working world--businesses, workers, and day-to-day life at the office. Positive and practical, "True Green at Work" tells everyone who holds a job, from top executives on down the ladder, how to help minimize their company's carbon footprint. The book is accessible and actionable, with its signature, crisp design and lively text. Each page contains a single tip for reducing waste, making it easy for anyone in any job to take small steps toward a healthier planet. Suggestions run the gamut, from obvious recycling to innovative strategies that encourage sustainability.

Authors McKay and Bonnin draw on their extensive industry expertise to address corporate culture, branding, and marketing and to profile American businesses on the leading edge of green--inspiring stories that are sure to motivate any company and employee. Timely and smart, "True Green at Work" is one business book that will pay dividends.

作者介绍:

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