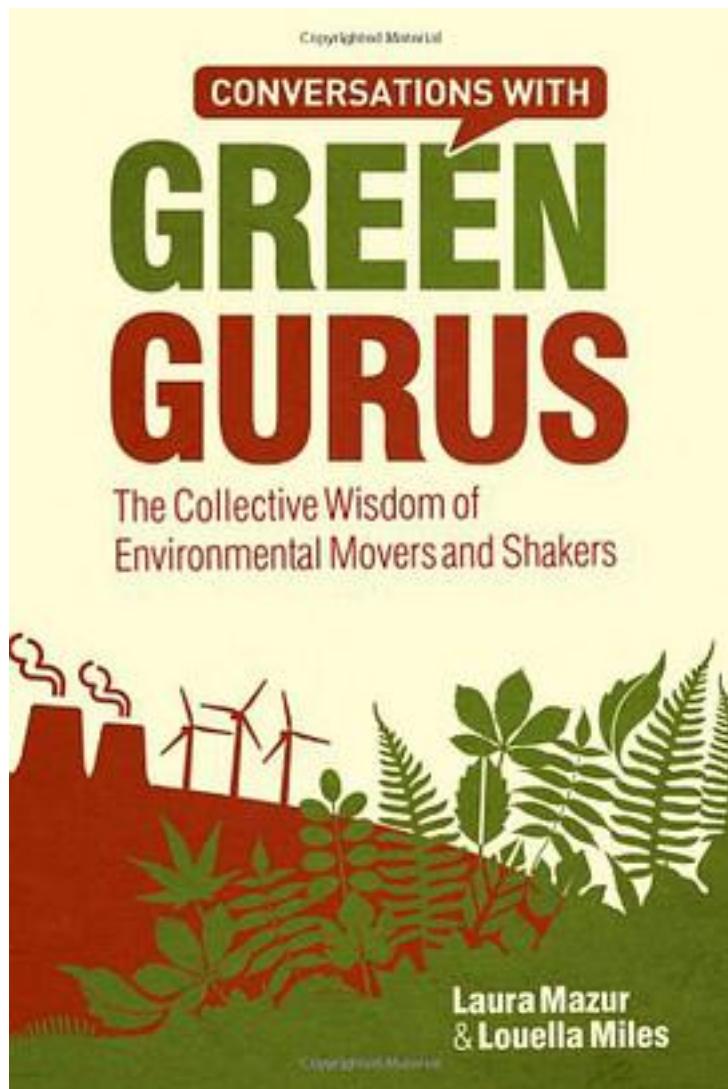


Conversations with Green Gurus



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The collected wisdom of some of the world's most influential environmental movers and shakers is brought together in this one book. The chosen gurus consists both of "thinkers" - those who have set the agenda, and of "doers" - those business people who made the green cause their mission long before it became so prominent. The book covers a broad range of environmental issues as they apply to business, including the economic viability of choosing green routes. Interviewees include energy guru Amory Lovins, former Friends of the Earth Vice Chair Tony Juniper, diplomat Sir Crispin Tickell and business leader Ray Anderson, among others. The cutting edge thinking of the book's contributors provides businesses with the information they need when considering how to change in a green direction. The end result is an illuminating insight into both general views on sustainability as well as good and bad business decisions made in the search for sustainability. The full list of green gurus include: Ray Anderson, founder and chairman of Interface Inc, one of TIME Magazine's 'Heroes of the Environment' James Cameron, founder of Executive Director and Vice-Chairman of Climate Change Capital (CCC) Paul Dickinson, CEO of the Carbon Disclosure Project John Elkington, founding partner and director of Volans, co-founder of SustainAbility, world authority of sustainable development, author of "The Green Consumer Guide" John Grant, author of "The Green Marketing Manifesto," frequent conference speaker and prolific blogger Denis Hayes, President and CEO of The Bullitt Foundation, Chair of the International Earth Day Network Gary Hirshberg, President and Chief Executive Officer of Stonyfield Farm, the world's largest producer of organic yogurt Tony Juniper, former Executive Director of Friends of the Earth (FoE), environmental campaigner, author and commentator Professor Sir David King, Director of the Smith School of Enterprise and the Environment at the University of Oxford Amory B. Lovins, environmentalist, Chairman and Chief Scientist of Rocky Mountain Institute Professor Wangari Maathai, environmental and political activist, Nobel Peace Prize Winner Ricardo Navarro, founder and director of the Salvadoran Centre for Appropriate Technology (CESTA), winner of the prestigious Goldman prize Dr Vandana Shiva, physicist, environmental activist and author Jeffrey Swartz, CEO of Timberland Worldwide Sir Crispin Tickell, diplomat, academic, environmentalist, author

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