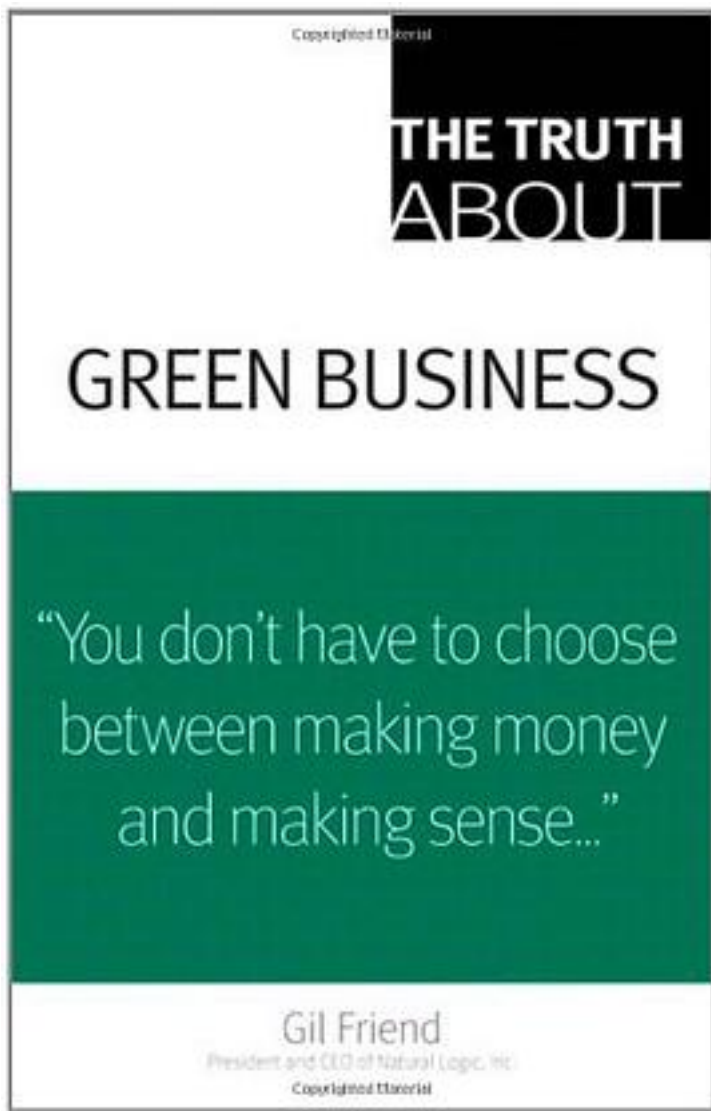


The Truth About Green Business



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Everything you need to know to green your business and grow your profit. * The truth about what climate change means for your business * The truth about running lean and green * The truth about future proofing your business Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH This book reveals 52 PROVEN GREEN STRATEGIES and bite-size, easy-to-use techniques that get results. "This little book is inspiring in its range and practicality-not just for CEOs, but for every member of the enterprise...an exceptionally useful guide for 'going green, at any scale of enterprise." CHIP CONLEY, CEO, Joie de Vivre Hospitality "In a world where green business advice is rampant, this is the one resource you need: a field guide that combines insight and inspiration with a solid, actionable path forward." JOEL MAKOWER, Executive Editor, GreenBiz.com Introduction ix Part I: The Truth About Green Business TRUTH 1: What is a green business? 1 TRUTH 2: Why green your business? 5 TRUTH 3: How to approach greening your business 9 TRUTH 4: Why now? 13 TRUTH 5: Climate change and your business 17 Part II: The Truth About Green Strategy TRUTH 6: Profit and purpose 23 TRUTH 7: How green is good enough? 27 TRUTH 8: Green regulations 31 Part III: The Truth About Green Operations TRUTH 9: Secrets hiding in plain sight 35 TRUTH 10: Eco-efficiency: Good for business and the environment 39 TRUTH 11: Waste? Not! Eliminating non-product 43 TRUTH 12: EcoAudits can guide your course 47 TRUTH 13: Running lean and green 53 TRUTH 14: Carbon footprinting 57 TRUTH 15: Reducing your carbon footprint 63 Part IV: The Truth About Green Marketing TRUTH 16: Green branding and messaging 67 TRUTH 17: Creating strong EcoLabels 71 TRUTH 18: Green marketing claims 77 TRUTH 19: Reaching conscious consumers 81 Part V: The Truth About Green Products and Services TRUTH 20: What makes a product green? 85 TRUTH 21: Product take-back 89 TRUTH 22: Product to service 93 TRUTH 23: What makes a service green? 97 Part VI: The Truth About Green Design TRUTH 24: Biomimicry-learning from life TRUTH 25: Reducing your product footprints 105 TRUTH 26: Cradle to cradle 109 TRUTH 27: Design with nature 113 TRUTH 28: Innovation is at the heart of greening 117 Part VII: The Truth About Green Procurement TRUTH 29: Environmentally preferable purchasing 121 TRUTH 30: Supply chain management and partnerships 125 TRUTH 31: Supplier scorecards 129 TRUTH 32: Clearing the rising bar 133 Part VIII: The Truth About Green Buildings TRUTH 33: LEED standards for green buildings 137 TRUTH 34: The cost of green building 141 TRUTH 35: Green buildings improve productivity 145 TRUTH 36: Integrative design for green building 149 Part IX: The Truth About Green IT TRUTH 37: Computers and electronics 153 TRUTH 38: Creating more efficient data centers 157 TRUTH 39: How IT can drive greening 161 Part X: The Truth About Green Management TRUTH 40: Engaging employees 165 TRUTH 41: Engaging stakeholders 169 TRUTH 42: Keeping score 173 TRUTH 43: Employee incentives 177 TRUTH 44: Environmental management systems 181 Part XI: The Truth About Green Finance TRUTH 45: Profit, value, and risk 185 TRUTH 46: Reality-based accounting 189 TRUTH 47: Investing in green and attracting green investment 193 TRUTH 48: Carbon trading and offsets 197 TRUTH 49: Fiduciary duty 201 Part XII: The Truth About Green Futures TRUTH 50: Certainty in the face of uncertainty 207 TRUTH 51: Scenario planning 211 TRUTH 52: Future proofing 215 APPENDIX A: References 219 Acknowledgments 228 About the Author 229 Note: Appendix B is available online at no charge at www.informit.com/title/9780789739407. APPENDIX B: Resources

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