

# Greening Your Company

INSIDE THE MINDS™

## GREENING YOUR COMPANY

LEADING CEOs ON ADDRESSING ENVIRONMENTAL CHALLENGES, SETTING SUSTAINABLE STANDARDS, AND MEASURING ROI FOR GOING GREEN



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Greening Your Company is an authoritative, insider's perspective on establishing green practices and policies in order to reduce environmental impact for the benefit of the earth and cut costs for the benefit of the bottom line by implementing eco-conscious initiatives. Featuring CEOs representing companies across the nation, Greening Your Company provides best practices for creating an environmentally friendly culture, evaluating and embracing sustainable standards, and communicating with the green consumer. Driven by the demand for companies to do their share in conserving our planet's resources and producing as little waste as possible, the authors discuss the importance of addressing these distressing challenges by incorporating environmental advocacy into company strategy. This book provides valuable insight for those needing tips for communicating greener changes and encouraging responsible behavior throughout the company. Highlighting the green movement's dual capacity to do good for the world and for your business, the authors demonstrate how to motivate employees to support sustainability efforts to ensure your labors prove successful. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the leading green executive minds of today, as these insiders offer up their thoughts around the keys to harnessing the power of corporate sustainability. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include: 1. Anna Clark, President, EarthPeople LLC - "A Greenprint for Success: Achieving Sustainability in Your Company" 2. Dennis Salazar, President, Salazar Packaging Inc. - "Greening by Example: Environmental Responsibility at the Office" 3. Mark Shirman, President and Chief Executive Officer, GlassHouse Technologies Inc. - "Reducing Carbon Footprints in the Market: Building Greener Customers" 4. Dino Luckino, President and Chief Executive Officer, Georgia Backyard Inc. - "Starting with Company Culture: Strategies for Green Transformation" 5. Bryan Welch, Publisher and Editorial Director, Ogden Publications Inc. - "Encouraging Sustainability with a Long-Term Focus" 6. Amrit Khalsa, Chief Executive Officer, Essential Living Foods - "Going Green for Your Pocket and the Earth" 7. Mark W. Johnson, Chairman, Innosight - "A Greener Future in Sight: Driving Sustainability by Better Managing Innovation" 8. David Lubensky, President, Bagatto Inc. - "Green Business Practices Begin with Individuals" 9. MaryAnne Howland, President and Chief Executive Officer, Ibis Communications - "Bridging the Brand of Diversity and Inclusion with a Green Scheme" 10. Carolyn Parrs and Irv Weinberg, Founders and Principals, Mind Over Markets - "Green Marketing: Communicating with the Green Consumer" 11. Jim Sanfilippo, President and Chief Executive Officer, Nila Inc. - "Making the Limelight Greener: Getting Everyone Involved" 12. Miranda Magagnini, Founder and Co-Chief Executive Officer, IceStone LLC - "Holistic Green Business Strategies" 13. Daniel T. Hendrix, President and Chief Executive Officer, Interface Inc. - "Growing Sustainability Environmentally, Economically, and Socially"

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