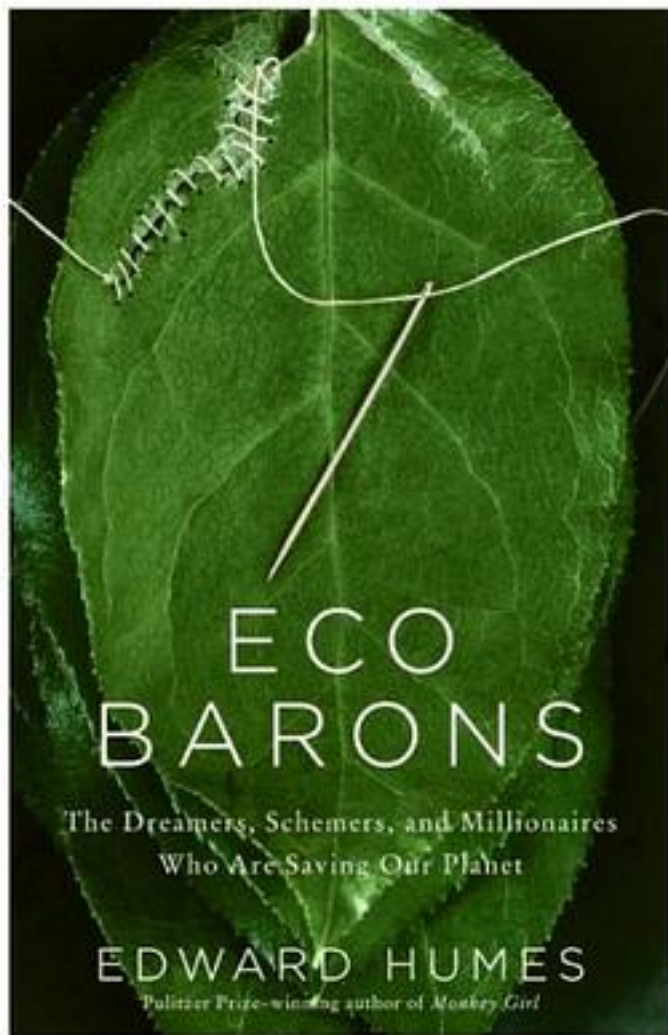


Eco Barons



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While many people remain paralyzed by the scope of Earth's environmental crisis, the eco barons—a new, unheralded generation of men and women—have quietly dedicated their lives and fortunes to saving the planet from eco-logical destruction. From the former fashion magnate and founder of Esprit who's saved more rainforests than anyone else to the Hollywood pool cleaner who became the leading force behind a worldwide effort to reduce greenhouse gas emissions, the incredible stories of Eco Barons offer proof that a single person's determination and vision can effect monumental change.

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