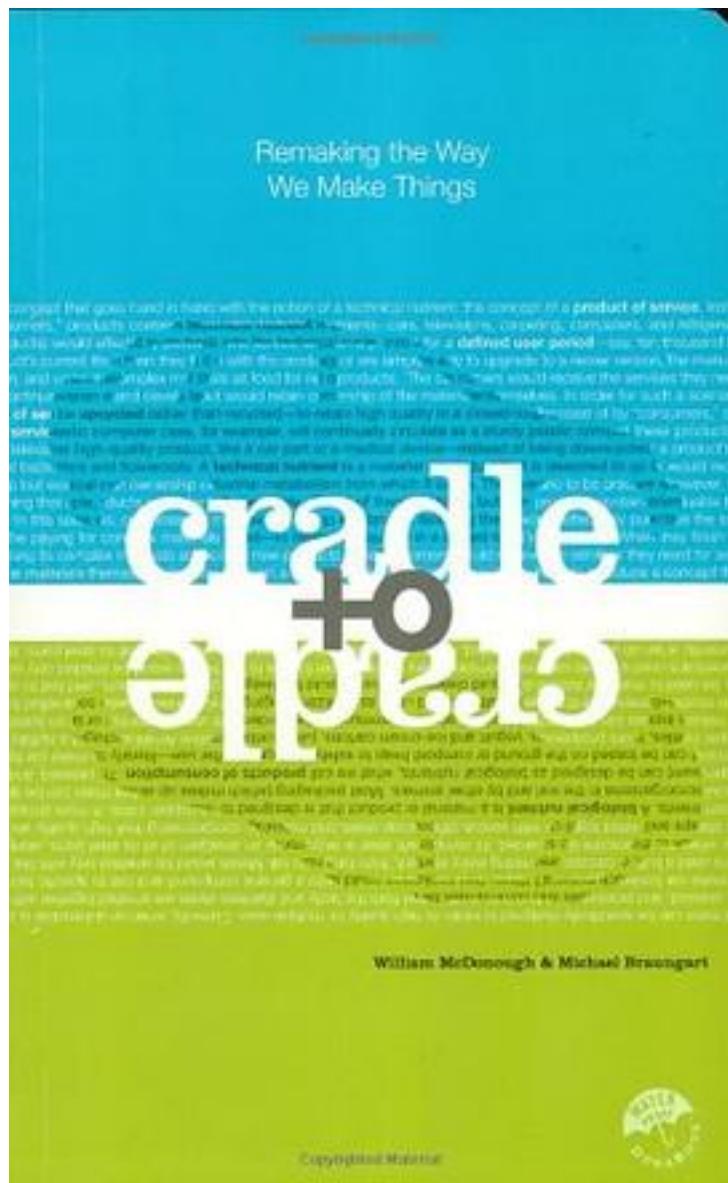


Cradle to Cradle



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'Reduce, reuse, and recycle' urge environmentalists; in other words, do more with less in order to minimize damage. But as architect William McDonough and chemist Michael Braungart point out in this provocative, visionary book, this approach only perpetuates the one-way, 'cradle to grave' manufacturing model, dating to the Industrial Revolution, that creates such fantastic amounts of waste and pollution in the first place. Why not challenge the belief that human industry must damage the natural world? In fact, why not take nature itself as our model for making things? A tree produces thousands of blossoms in order to create another tree, yet we consider its abundance not wasteful but safe, beautiful and highly effective. Waste equals food. Guided by this principle, McDonough and Braungart explain how products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new - continually circulating as pure and viable materials within a 'cradle to cradle' model. Drawing on their experience in redesigning everything from carpeting to corporate campuses, McDonough and Braungart make an exciting and viable case for putting eco-effectiveness into practice, and show how anyone involved in making anything can begin to do so as well.

作者介绍:

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书评

从摇篮到摇篮而不是从摇篮到填埋场，这书说的就是这么个理儿。与其像前面的评论提到的20多页就能说清楚，这本差不多200页的书浓缩起来其实就一句话：要为了可以重新使用而重新设计。

围绕这一主题，两位作者进行了大量的背景调查并且融入了大量（尤其是建筑）的实例，可以说是...

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