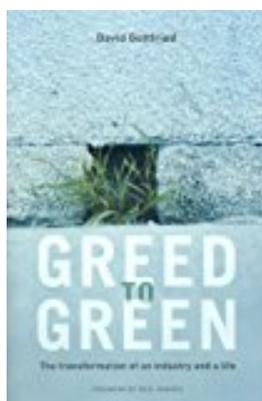


[PDF] Greed To Green: The Transformation Of An Industry And A Life

Paul Hawken, David Gottfried - pdf download free book



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Description:

From A business organization's obligations to its shareholders create a bottom-line mentality that often seems at odds with social responsibility, but this author argues that conscientious companies actually fare better over the long haul. Gottfried has struggled with the difficulties of creating a profitable business that utilizes sustainable resources and provides healthy products to consumers. He was a successful commercial real estate developer in the 1980s who took on the building and

construction industry to become the leading proponent of energy efficiency in large buildings. His U.S. Green Building Council implements innovative real-world solutions for environmentally responsible and healthy workplaces. *David Siegfried*
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Review A business organization's obligations to its shareholders create a bottom-line mentality that often seems at odds with social responsibility, but this author argues that conscientious companies actually fare better over the long haul. Gottfried has struggled with the difficulties of creating a profitable business that utilizes sustainable resources and provides healthy products to consumers. He was a successful commercial real estate developer in the 1980s who took on the building and construction industry to become the leading proponent of energy efficiency in large buildings. His U.S. Green Building Council implements innovative real-world solutions for environmentally responsible and healthy workplaces. --David Siegfried, Booklist Copyright © American Library Association. All rights reserved

A remarkable story of a remarkable transformation. David Gottfried's efforts transform[ed] the building industry and himself. Amory Lovins, Cofounder and CEO Rocky Mountain Institute, coauthor of Natural Capitalism Gottfried led the way into the uncharted territory of environmentally responsible construction. Be inspired to create your own legacy. Ray Anderson, Founder and Chair, Interface, Inc., author Mid-Course Correction. In sharing a life well-directed, we know that everything is possible if we love the world as David has. --Paul Hawken, Author of Ecology of Commerce and Growing a Business, coauthor of Natural Capitalism

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