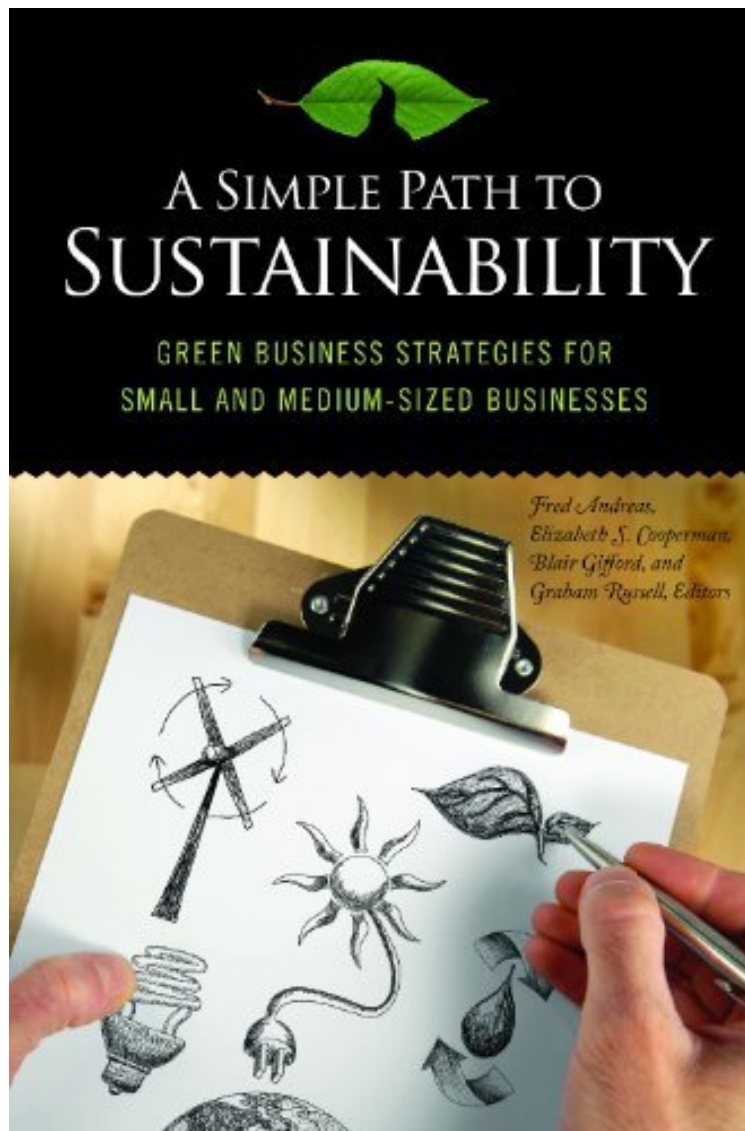


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A Simple Path to Sustainability: Green Business Strategies for Small and Medium-Sized Businesses

Fred M. Andreas

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With unequalled insight, business experts profile 12 outstanding, sustainable, small- to medium-sized enterprises and explain how their green strategies and methods have helped them succeed. Case histories of small to medium-size enterprises in industries from manufacturing to health care, banking/investing, and recycling detailing their journeys to sustainability and environmental stewardship; A "Lessons Learned" box in each chapter; Sidebars with tips and examples that can be used by any type of business; A reference bibliography at the end of each chapter; A glossary

"There's a perception that sustainability is only for large companies. This book illustrates that sustainability can just as easily be the cornerstone for small business success. The collaborative nature of this book, involving professionals, educators and grad students from varied disciplines creates a fascinating expose of sustainable small business practices in a wide range of industries. No matter what business you're in, you'll find plenty in here that applies to you. I highly recommend this book to those interested in sustainable approaches and methodology in today's business world." L. Hunter Lovins, President and founder of Natural Capitalism Solutions (NCS) and coauthor of *Climate Capitalism* and *Natural Capitalism: Creating the Next Industrial Revolution*. About the Author Fred Andreas is a principal architect registered in the state of Colorado and a National Certified Architect, NCARB LEED, AP. Elizabeth S. Cooperman is professor of finance in the Business School at the University of Colorado, Denver. Blair Gifford is associate professor of health administration and management in the Business School at the University of Colorado, Denver. Graham Russell is executive director of Connected Organizations for a Responsible Economy (CORE), Denver, CO.