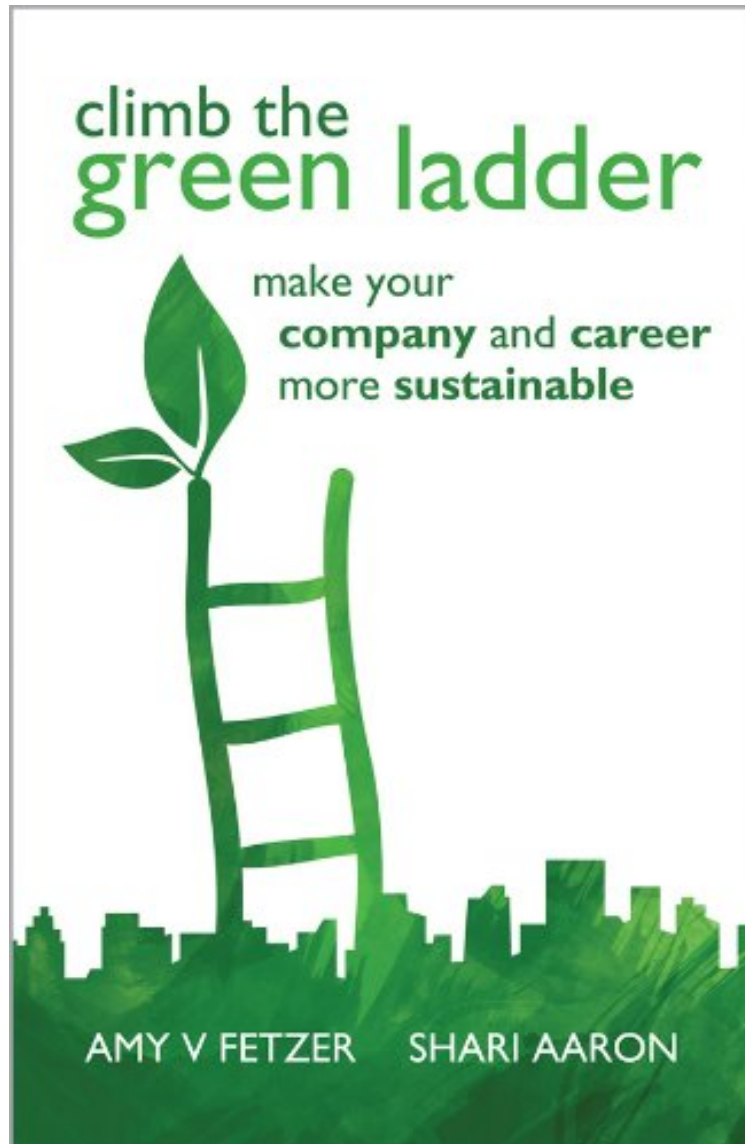


Climb the Green Ladder: Make Your Company and Career More Sustainable

Amy V. Fetzer, Shari Aaron

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Amy V. Fetzer, Shari Aaron : Climb the Green Ladder: Make Your Company and Career More Sustainable before purchasing it in order to gage whether or not it would be worth my time, and all praised Climb the Green Ladder: Make Your Company and Career More Sustainable:

2 of 2 people found the following review helpful. So many inspiring case studies!By Jennifer WoofterAs the owner of a sustainability consulting company, I get inundated with requests from people who want to get into the "green industry". They are full of passion, and many are brilliant in their respective fields, but they have a hard time figuring

out how to transition into a green career. Now I can point them to "Climb the Green Ladder" - either as a starting point, or in conjunction with professional career coaching. I know they will be inspired by the wealth of fantastic case studies in the book. But perhaps more importantly, they will have a step-by-step roadmap for making that transition in their own lives. What a great resource!

2 of 2 people found the following review helpful. Winning with Sustainability By Phyllis Fryzel Best book yet on sustainability. Climb the Green Ladder provides a practical, thoughtful, empowering guide for anyone who wants to make sustainability part of his personal and professional life. The authors provide a clear blueprint for implementing sustainability whether you're the CEO or just starting your career. The personal stories from real people demonstrate that anyone can make a difference if they have the mindset and make the business case for sustainability. Sustainability principles and practices are fundamental to 21st century business success. Get the competitive edge with Climb the Green Ladder.

2 of 2 people found the following review helpful. A Catalyst for Change By Carrie Siagh "Climb the Green Ladder" is an excellent resource for individuals, organizations, and businesses---big or small. It offers evidence based strategies that can transform your company into one that is more profitable and environmentally responsible. Easy to read, easy to comprehend, and easy to implement. The numerous case studies presented in this book offer examples of how small green changes can make a big difference. This book will inspire you to initiate the changes that you would like to see within your organization. A MUST read for the New Year!!!

Want to make your workplace more sustainable, get ahead in your career and improve your reputation? Want to help your company or organisation save money, boost profits and improve its brand? Whatever your level or industry, from sales and management to government and teaching, Climb The Green Ladder offers practical knowledge to help you make a difference. Whether you'd like to transform your entire company or just get your colleagues recycling, Climb The Green Ladder will provide you with the tools and motivation to move your company (and career) towards a more successful, more sustainable future.

The twin challenges of the economic meltdown and climate change means we must act quickly to evolve our businesses to weather the storm. You can ensure your company or organisation saves money, reduces environmental damage and improves its performance while you advance your personal reputation and further your career. Step by step, Climb The Green Ladder identifies the key themes that underpin successful sustainability strategies, including real-life case studies from people who've done it, to create a comprehensive tool-kit for action.

Authors Amy Fetzer and Shari Aaron undertook extensive research to find out what works and what doesn't. They surveyed hundreds of employees and employers, and interviewed over 80 sustainability specialists who have successfully changed their workplaces from within to reveal the secrets of their success.

'A refreshing step-by-step guide on how to make a difference to the company where you work.' (Ethical Corporation Magazine, 12/2009). '...offers practical advice to anyone looking to take their first steps toward making their company or their career more sustainable.' (PeopleManagement.co.uk, March 2010).

From the Inside Flap Time to climb! The twin challenges of climate change and economic instability mean that businesses, and people, must adapt to survive. Whatever your level or industry, and whether you'd like to transform your entire company or just get your colleagues recycling, Climb the Green Ladder provides you with the tools and motivation to move your company (and career) towards a more successful, more sustainable future. The book: Identifies the key themes that underpin successful sustainability strategies Includes real-life case studies from people who've effectively changed their workplaces from within Gives you a comprehensive tool-kit for action Read how Kristen Thomas' idea to replace disposable dishes started a tidal wave that greened her company and won new business! Learn how Coral Rose was instrumental in persuading Wal-Mart to introduce organic clothing! Find out how Martin Blake helped show Royal Mail how to save 20 million a year and wipe up to 100,000 tonnes off its carbon footprint! Includes a detailed directory of 75+ resources to help you bring real change to your workplace. Authors Amy V. Fetzer and Shari Aaron undertook extensive research to find out what works and what doesn't. They surveyed hundreds of employees and employers, and interviewed over 80 sustainability specialists to uncover the secrets of their success.

From the Back Cover Want to make your workplace more sustainable, get ahead in your career and make your company more successful? Climb the Green Ladder will show you how. "Climb the Green Ladder does exactly what it says on the cover. It provides the tools and the inspiration to get you and your company to the top." - Bonnie Nixon, Director of Environmental Sustainability, Hewlett Packard "If you want to do good business while being a good business, read Climb the Green Ladder. It's a walking the talk type of book, with signposts and directions, to help you make change happen." - Charlie Browne, UK Corporate Environment Manager, IKEA "The business leader of the 21st century needs to be fluent in green. Climb the Green Ladder delivers tangible insights, useful to everyone from entry-level to the boardroom, on how to navigate this rapidly maturing business discipline." - Dave Stangis, Vice President, CSR Sustainability, Campbell Soup Company "If you want to do more than simply make a living, Climb the Green Ladder will help you forge a path to a satisfying and worthwhile career. This intelligent, action-oriented guide gives you the tools to make good, green choices - every business day." - Joel Makower, Executive Editor, GreenBiz.com, and author of Strategies

for the Green Economy "The question is no longer why we need to be sustainable or green - but how do we change business behaviour. With this book, you will no longer need to ask." - Tensie Whelan, President, Rainforest Alliance
"Brilliant! Climb the Green Ladder can help you move from idea to action. This practical 'how to' guide and the real world case studies it contains will send you along a path of real change and success - for your company and yourself." - Seth Farbman, Senior Partner, Worldwide Managing Director, Ogilvy Mather For more info, go to www.climbthegreenladder.com and www.climbthegreenladder.co.uk nbsp;