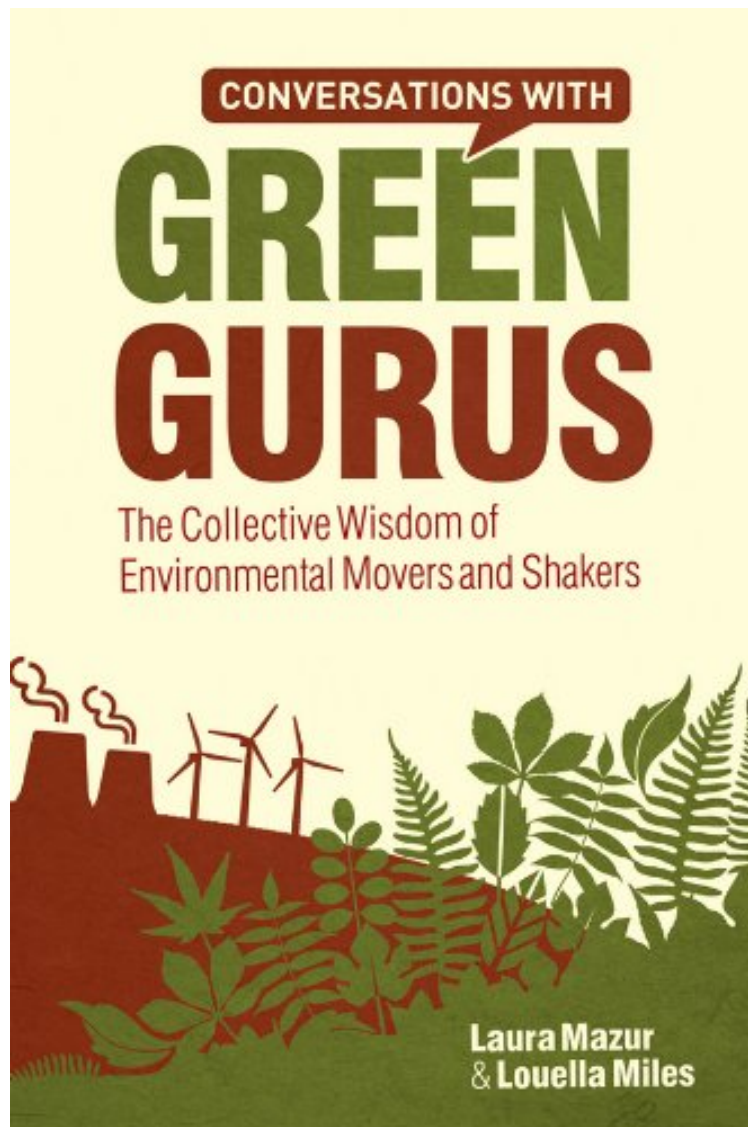


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## Conversations with Green Gurus: The Collective Wisdom of Environmental Movers and Shakers

*Laura Mazur, Louella Miles*

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**Laura Mazur, Louella Miles : Conversations with Green Gurus: The Collective Wisdom of Environmental Movers and Shakers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Conversations with Green Gurus: The Collective Wisdom of Environmental Movers and Shakers:

0 of 1 people found the following review helpful. Excellent collectionBy Albino BotoThe authors have collected a group of leaders who together encapsulate the green movement at this moment in history. Crisply edited and very

readable. Highly recommended.

The collected wisdom of some of the world's most influential environmental movers and shakers is brought together in this one book. The chosen gurus consists both of "thinkers" and "doers"; those who have set the agenda, and of those business people who made the green cause their mission long before it became so prominent. The book covers a broad range of environmental issues as they apply to business, including the economic viability of choosing green routes. Interviewees include energy guru Amory Lovins, former Friends of the Earth Vice Chair Tony Juniper, diplomat Sir Crispin Tickell and business leader Ray Anderson, among others. The cutting edge thinking of the book's contributors provides businesses with the information they need when considering how to change in a green direction. The end result is an illuminating insight into both general views on sustainability as well as good and bad business decisions made in the search for sustainability. The full list of green gurus include: Ray Anderson, founder and chairman of Interface Inc, one of TIME Magazine's "Heroes of the Environment"; James Cameron, founder and Executive Director and Vice-Chairman of Climate Change Capital (CCC) Paul Dickinson, CEO of the Carbon Disclosure Project John Elkington, founding partner and director of Volans, co-founder of SustainAbility, world authority of sustainable development, author of The Green Consumer Guide John Grant, author of The Green Marketing Manifesto, frequent conference speaker and prolific blogger Denis Hayes, President and CEO of The Bullitt Foundation, Chair of the International Earth Day Network Gary Hirshberg, President and Chief Executive Officer of Stonyfield Farm, the world's largest producer of organic yogurt Tony Juniper, former Executive Director of Friends of the Earth (FoE), environmental campaigner, author and commentator Professor Sir David King, Director of the Smith School of Enterprise and the Environment at the University of Oxford Amory B. Lovins, environmentalist, Chairman and Chief Scientist of Rocky Mountain Institute Professor Wangari Maathai, environmental and political activist, Nobel Peace Prize Winner Ricardo Navarro, founder and director of the Salvadoran Centre for Appropriate Technology (CESTA), winner of the prestigious Goldman prize Dr Vandana Shiva, physicist, environmental activist and author Jeffrey Swartz, CEO of Timberland Worldwide Sir Crispin Tickell, diplomat, academic, environmentalist, author

"...provides an intellectual take on the eco-issues...with 15 of the world's most important green gurus." (Healthy Magazine, June 2009) "...covers a broad range of environmental issues as they apply to society...cutting edge thinking" (Contact, June 2009) From the Back Cover The people in this book are pioneers and pioneers who identified early on just where we are headed if we don't start tackling the environmental mess that we have created. But their message isn't one of utter doom and gloom. They show how businesses in particular can lead the way and, indeed, profit from finding solutions to climate change. During what has been called one of the worst economic crises in decades, some argue that the environment is the last thing we should be worrying about. As our gurus show, that is dangerous thinking. It could not be more obvious that the old, environmentally-destructive model is terminally broken. The insights they offer will help you figure out strategies for survival. About the Author Laura Mazur is a business writer and partner in Writers 4 Management, a professional writing firm. She has been a business journalist since 1978 and was editor of the UK's Marketing magazine from 1986 to 1989. She has written for a range of publications, including a weekly column for Marketing magazine for five years, and is also the author of management guides on international marketing and communications published by the Economist Intelligence Unit and Financial Times Reports. She has ghost written/edited five books. Louella Miles is a business writer, and Laura's partner in Writers 4 Management. She started in consumer journalism in 1976, with the Consumers' Association, before moving over to business writing in 1980. She was managing editor of Marketing magazine through the mid to late 1980s. Her portfolio includes management reports on topics as diverse as corporate reputation and sponsorship, published by Management Today and International Marketing Reports respectively. She has also edited a weekly media newsletter for the past seven years and produces a range of titles on qualitative research. Since they formed Writers 4 Management in 2004, Laura and Louella have worked with a range of organisations and individuals. Activities have included writing white papers, running writing training courses, and acting as ghost writers/editors on a number of books. Their book, Conversations with Marketing Masters, was published by John Wiley in January 2007.