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Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution

Auden Schendler

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"An antidote and an alternative to 'greenwash,' the fraud perpetrated by governments and the fossil fuel industry that threatens our planet and our children."
—DR. JAMES E. HANSEN, director, NASA Goddard Institute for Space Studies



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Auden Schendler : Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution:

1 of 1 people found the following review helpful. A rockin' read!By C. M. PetersonI learned much from reading Auden Schendler's Getting Green Done. Specifically, I learned what commitment it takes to pursue sustainable

business practices in firms because of the organizational inertia as well as the fear, uncertainty and doubt that any new project for business must overcome. As Schendler says so well, "if sustainability were cheap and easy, businesses would have achieved it by now" (page 119). One aspect of the sustainable business practices movement that Schendler displays well is the embrace of transparency. Failures, semi-failures, short-lived successes and triumphs of the Aspen Skiing Company are presented so that others in the movement will be motivated to pursue projects that will reduce the carbon footprint of a firm's operations. In one episode described as "winning ugly", a marketer in the company had to leave the firm in order for post-consumer recycled paper to be used in marketing materials and trails maps for the Aspen ski resort. What might surprise some, Schendler chastises environmentalists that carry too much baggage from the 1970's counter culture because such environmentalists raise concerns about the intentions of those like Schendler who want to change business from the inside. Schendler has a winsome manner of writing that clarifies the realities of "going green". For example, after reviewing the movement for green buildings, Schendler levels criticism at LEED certification for mystifying the process for greening a building. He then follows with the concise recommendations of an experienced builder of green buildings who says to simply make the building without air leaks, to beef up the insulation content, and to give it a southern exposure (in the northern hemisphere). Schendler highlights such cogent communication as the type that is necessary to market the greening of business in the future. After reading passages like this one in *Getting Green Done*, I felt like I had received an insider's wisdom about the nitty-gritty of making sustainable business practices succeed. Such insights should give almost all readers more confidence in working with issues related to sustainable business practices.

0 of 0 people found the following review helpful. Great Read. By EmHI was required to read this book for a class I am in, but I couldn't be happier about reading this book. It has a practical approach for the trials and triumphs dealing with sustainability. This book is reader friendly and entertaining throughout. I would recommend this book for a book enthusiast, sustainably minded individual, or the casual person interested in learning about how to view sustainability in a practical way. I found this book inspiring and it was great to read about sustainability/green movement from a stand point of "mishaps or failures." Read this book, you won't regret it.

0 of 0 people found the following review helpful. Very thought provoking and a great read. By Barbara L This book should be compulsory reading for politicians and decision-makers around the world. Auden tells his story without trying to make himself look like a hero. He made good decisions and bad decisions and as a world we need to know that having a go; really trying to "get green done" is more important than getting it right every time. We will make mistakes, but the biggest mistake of all is to think it's all too hard and do nothing.

"Green" has finally hit the mainstream. Soccer moms drive Priuses. And the business consultants say it's easy and profitable. In reality, though, many green-leaning businesses, families, and governments are still fiddling while the planet burns. Why? Because implementing sustainability is brutally difficult. In this witty and contrarian book, Auden Schendler, a sustainable business foot soldier with over a decade's worth of experience, gives us a peek under the hood of the green movement. The consultants, he argues, are clueless. Fluorescent bulbs might be better for our atmosphere, but what do you say to the boutique hotel owner who thinks they detract from his? We'll only solve our problems if we're realistic about the challenge of climate change. In this eye-opening, inspiring book, Schendler illuminates the path.