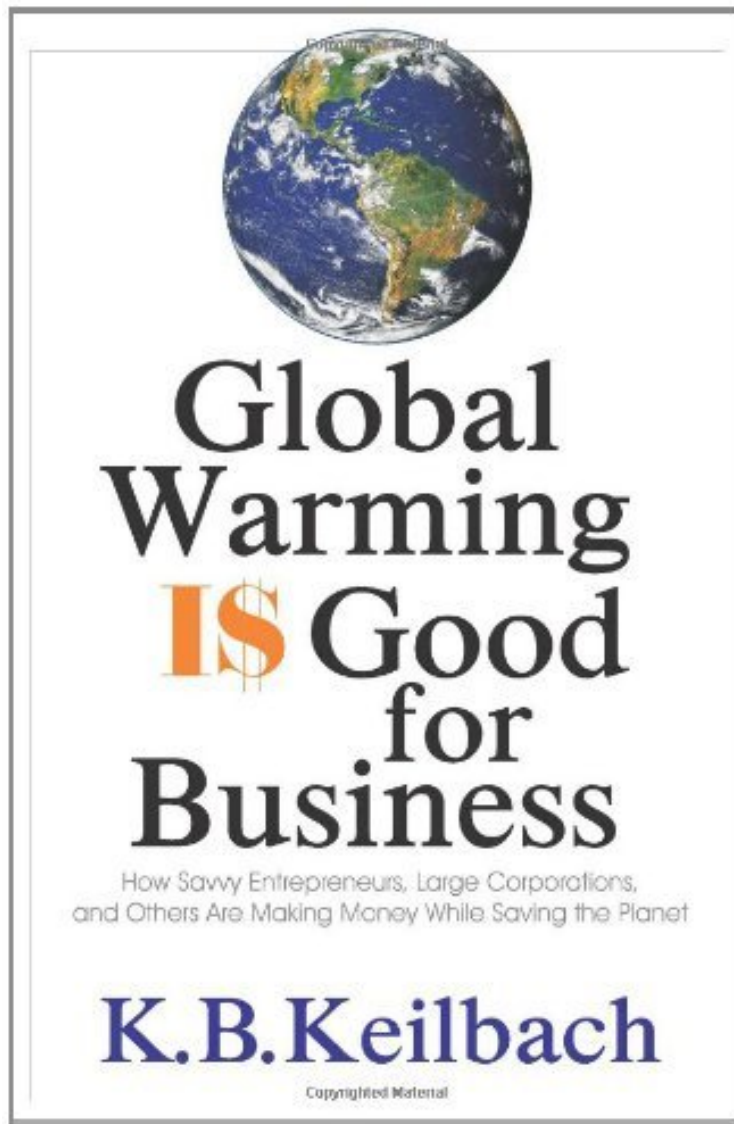


(Download pdf) Global Warming Is Good for Business: How Savvy Entrepreneurs, Large Corporations, and Others are Making Money While Saving the Planet

Global Warming Is Good for Business: How Savvy Entrepreneurs, Large Corporations, and Others are Making Money While Saving the Planet

K. B. Keilbach

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#3496686 in eBooks 2009-04-01 2009-04-01 File Name: B002TKKP3Q | File size: 52.Mb

K. B. Keilbach : Global Warming Is Good for Business: How Savvy Entrepreneurs, Large Corporations, and Others are Making Money While Saving the Planet before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global Warming Is Good for Business: How Savvy Entrepreneurs, Large Corporations, and Others are Making Money While Saving the Planet:

0 of 0 people found the following review helpful. Businesses that fight global warming at the sourceBy SBMGives you a clear picture of how business can profit and help to reverse global warming at the same time,0 of 0 people found the following review helpful. Reading this Book I\$ Good for YouBy CustomerI don't read a lot of non-fiction, but this book caught my eye. It is not a preachy, gloom and doom tale of a bleak future. Instead, it is a refreshing approach to improving the environment and the economy at the same time.This is a great resource for anyone who is interested in learning about what the "green" business movement is really all about and how emerging technologies can be a real boon for our economy. I especially liked the glossary of terms in the back of the book, with links to sites on the Internet.I look forward to other titles by K. B. Keilbach.0 of 0 people found the following review helpful. Recommendation for Kimberly's book.By Michele I. KhouryLoved this book!! It shows how we can "save" the planet by the use of emerging clean technologies. It was educational, entertaining and easy to understand.

As consumers demand planet-friendly products and investors look for ""green companies"" to put their money into, more and more businesses are actively seeking ways to fill this demand. Whether their initial motives are altruistic or not, entrepreneurs, venture capitalists, and corporate leaders are finding a huge market for green goods and services. Bottom line: Global warming is good for business.In Global Warming Is Good for Business, journalist K.B. Keilbach explores the people and forces at work today that deal with and profit from global warming. From universities, whose research projects spin off green business opportunities, to entrepreneurs and large companies scrambling onto the green bandwagon--all mixed with government agencies attempting to support the effort--Keilbach's entertaining narrative reveals an expansive community coming together to change the world and make a profit, one joule at a time.

""Neither a doomsday tome nor a work imbued with dewy-eyed optimism, the book presents a practical construct for identifying entrepreneurial opportunities. Well-written and organized . . . highly recommended for business collections."" --""Choice""