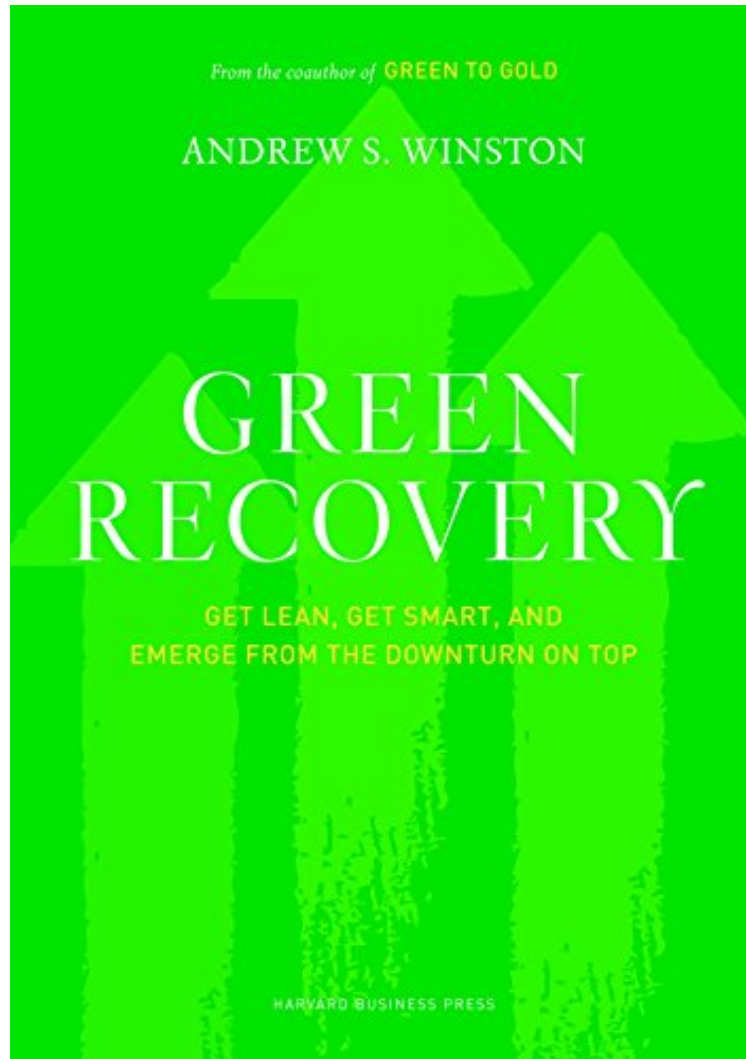


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Green Recovery: Get Lean, Get Smart, and Emerge from the Downturn on Top

Andrew S. Winston

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Andrew S. Winston : Green Recovery: Get Lean, Get Smart, and Emerge from the Downturn on Top before purchasing it in order to gauge whether or not it would be worth my time, and all praised Green Recovery: Get Lean, Get Smart, and Emerge from the Downturn on Top:

0 of 0 people found the following review helpful. It Pays To Be GreenBy Jim EstillLast night I read Andrew S. Winston's new book Green Recovery - Get Lean, Get Smart, And Emerge From the Downturn on Top.The book was awesome and obvious. The gist of the message is it's smart business to be green and that many of the things which companies do to save money are actually environmentally friendly.One of my tenants in business has always been to try to get 100% utilization of resources, so if I happen to have a board room that wasn't being used, if I get someone to

use it (and pay something for that), it was a good way to cover my overheads. It also happens to be good for the environment because I was already going to pay to heat that part of the building. For some reason, there is a lot of 'Green' in my family. My parents must have raised us right. One brother owns a biodiesel refinery and has written a book on biodiesel. My other brother Glen runs a wind farm and my son has started a business selling solar installations. The book talks about: Get lean by revving up your energy and resource efficiency to survive the downturn. Get smart by using environmental data about products and value chains to save money, innovate, and generate competitive advantage. Get creative and rejuvenate your innovation efforts by asking heretical questions such as "Can we run our business with no fossil fuels?" Get your people engaged and excited by asking employees to solve their own, the company's, and even the world's environmental challenges. Winston had written a previous book called Green to Gold, which described how Green is good for business. Any business that invests money is always looking for a positive ROI and some parts of ROI are tough to measure. I would argue that Green projects should be given a longer ROI than other projects because it's probable the cost of energy is going to increase also because it's good to be good in the world and being green is likely to inspire some loyalty in both staff and in customers. He talks about the obvious savings. - Replacing ordinary incandescent bulbs with energy efficient lights, etc. - Shut off your technology (computers can draw a lot of power). I toured a company called Chromis Fiberoptic in Connecticut Monday that makes plastic fiber optic cables. Very interesting company with potentially disruptive technology but that is another story. One advantage of fiber over copper is it uses less than 1/10 of the energy which in a datacenter environment results in huge savings because you not only save on the power in the first place, but you save on the power to cool it. - Fill the trucks, drive fewer miles, redesign distribution. - Travel less - telecommute and teleconference. I had spoken earlier about one of the companies I invested in called Calliflower, teleconferencing / WebEx software. It's a short book, it's an easy read. Anyone in business can benefit by going green. 1 of 1 people found the following review helpful. Going Green = White Knight By Frank Roettgers Andrew S. Winston stands for quality. Not for nothing this book and Green to Gold are bestselling books in the field of environmentalism and green business strategies. In "Green Recovery" he outlines tactics and techniques how to arise from an economical downturn, making use of green and sustainable business strategies. Although, while I was reading the book, I sometimes thought that Winston sees it a bit black and white (regarding becoming green being the only way out of a crisis) I was very impressed by this book. "Green Recovery" is not only written as a guide on how to go green, stay green, and become the next environmental steward, but also provides the reader with a lot of background information. This mix made the book a nice read apart from being an extremely valuable resource for everyone who tries to restructure an organization. If you want to get a few tips and tricks on how to become greener and more successful at the same time, this book delivers you insights from years of experience. - Frank Roettgers, author of Going Green Together - How to Align Employees with Green Strategies 6 of 7 people found the following review helpful. Read this book. And buy a copy for your CEO By Deborah Fleischer Andrew Winston's new book, Green Recovery, comes in a small, green package, but it packs a big, relevant punch. It is a must read for CEOs who still think going green will cost too much and for mid-level and senior managers responsible for identifying strategic sustainability initiatives to focus on. Like his public speaking style, Winston's writing voice is personable, authentic and engaging. Building on his previous book Green to Gold and his sustainability consulting experience, he presents a clear, green recovery framework that outlines four key paths to a leaner, greener world: * Get lean: Invest in energy efficiency, waste reduction and other quick-return strategies, and use the cost savings to fund innovation. * Get smart: Gather data on your environmental footprint throughout the value chain, and use the data to identify priorities, encourage creativity and support employee engagement. * Get creative: Encourage staff to ask heretical questions and implement strategies to nurture innovation. * Get engaged: Galvanize your staff by making a real commitment to sustainability, and encourage alignment with core business goals by linking performance to key metrics. Winston advises that companies that follow this framework will, "...survive today's travails, thrive as things get better and emerge from the downturn on top." Top reasons to read Green Recovery 1. Business case for going green: Winston does a great job making the business case for why going green is a vital business strategy, with specific examples that address six business drivers. You might want to get a copy for your CEO, or other senior staff, if they are not fully on board yet. 2. Practical ideas: This small book is chocked full of practical ideas and strategies that can both save money and strengthen your business, with case studies from large corporations, such as DuPont, Procter Gamble, Toyota, Wal-Mart and Disney. Yet, the framework will apply to smaller companies as well. 3. Holistic approach: If you integrate all four approaches, you will be addressing sustainability from an authentic and holistic perspective. Yes, switching light bulbs will save you money, but if you stop there, you are not maximizing the business value sustainability can offer. Sometimes a relatively new book feels out of date by the time I read it. With Green Recovery, I had the opposite reaction. It almost seems as if the green wave he describes has grown even stronger since the book was written. In the conclusion, Winston does a great job of weaving together how the four key components of the framework interact with each other. So, push the boundaries, ask heretical questions and create a culture of creativity where everyone is fully engaged. "In the process, you'll redefine your business and help build a leaner, greener world," concludes Winston. Let's hope he is right! And if you read this book and decide you need assistance implementing these concepts, give Green Impact a call! [...]

When the economy turns rough, many companies sideline their green business initiatives. That's a big mistake. In *Green Recovery*, Andrew Winston shows that no company can afford to wait for the downturn to ease before going green. Green initiatives ratchet up your company's resource efficiency, creativity, and employee motivation. They save energy, waste, and money, preserving precious capital-and give precise focus to your innovation efforts and strategic priorities. Part manifesto and part how-to guide, this concise and engaging book provides a road map for using green initiatives to deliver short-term gains and position your company for long-term strategic growth. You'll discover how to:

- Get lean: Amp up your energy and resource efficiency to survive tough times
- Get smart: Use environmental data about products and supply chains for competitive advantage
- Get creative: Rejuvenate your innovation efforts by asking heretical questions such as "How might we operate with no fossil fuels?"
- Get going: Engage and excite employees to solve the company's, the customer's, and the world's environmental challenges

Green Recovery is your guide to establishing your competitive positioning in difficult times and emerging even stronger into a vastly changed economy.