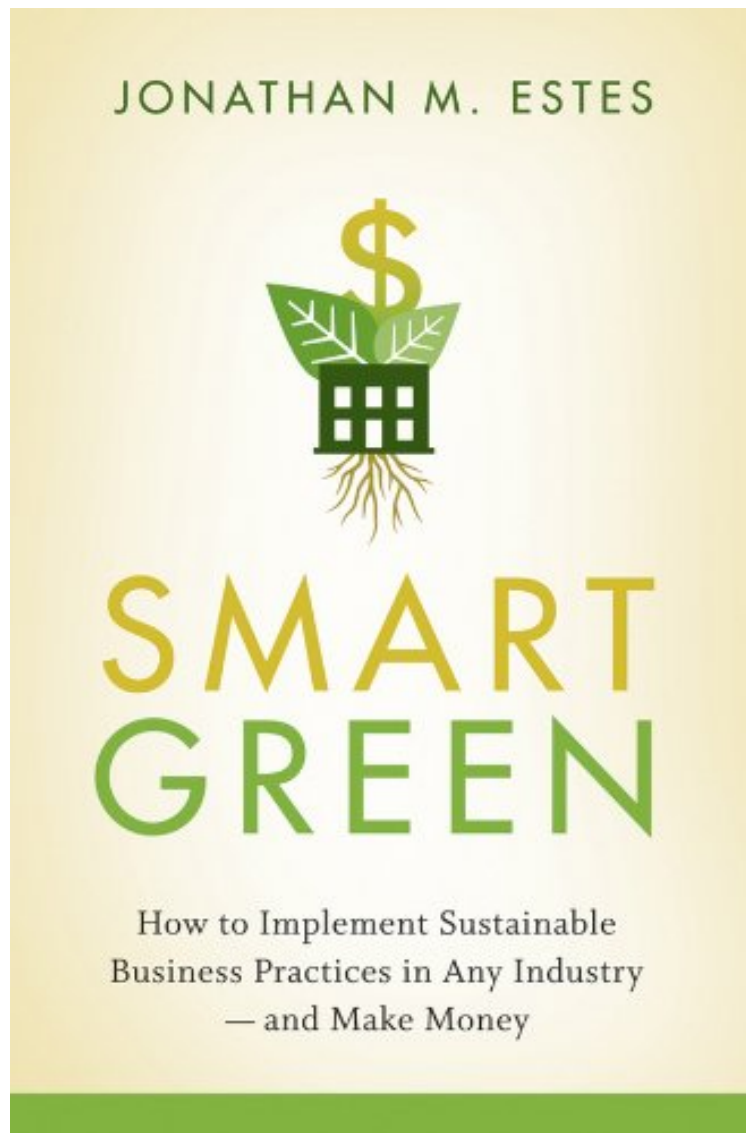


(Download) Smart Green: How to Implement Sustainable Business Practices in Any Industry - and Make Money

Smart Green: How to Implement Sustainable Business Practices in Any Industry - and Make Money

Jonathan Estes

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Jonathan Estes : Smart Green: How to Implement Sustainable Business Practices in Any Industry - and Make Money before purchasing it in order to gauge whether or not it would be worth my time, and all praised Smart Green: How to Implement Sustainable Business Practices in Any Industry - and Make Money:

11 of 12 people found the following review helpful. Inspiring and Practical -- A Great Step in the Right DirectionBy

Zemo TrevathanThe first thing you have to know is that this book is NOT about the environment or energy efficiency. "Green" has become a common marketing term now, and many people do not look beneath that surface to ask "what does 'green' mean?" Smart Green presents the argument that to be "sustainable" a business (community/industry/economy) has to consider a "triple bottom line": its effect on the physical environment AS WELL AS its effect on the human community around it AS WELL AS its fiscal responsibilities as a business. We've suffered for too long from a business model that only focuses on profit (to the exclusion of the other two sets of outcomes), as well as from single-issue organizations that advocate for one of these at the expense of the other two. If you are interested in how to generate positive outcomes in all three areas -- environment, community and profits -- this is book is thought-provoking and helpful, whether you are a business owner, a team leader, or a concerned individual. I was proud to serve as one of the reviewers for the text as it was written, and I can also vouch for Jonathan Estes' lectures and training seminars -- people are inspired and motivated to try these new approaches when they hear and read Jonathan's work.1 of 1 people found the following review helpful. Helpful guide to start withBy Frank RoettgersIf you are new to green business practices and you are looking for an introduction into the area, this might be the book for you. Smart Green gives practical advice how to green your business and achieve a positive return on investment at the same time.I don't think that general statements about how to turn your company green make a lot of sense as the outcomes are always context dependent. Estes, however, strikes a nice balance between giving general advice and making it as concrete as possible for organizations and entrepreneurs. Overall, this is a very nice read including a lot of tips and tricks for readers who are challenged to turn a company green. I would read and buy Smart Green again.- Frank Roettgers, author of Going Green Together - How to Align Employees with Green Strategies0 of 0 people found the following review helpful. Interesting and insightfulBy VernonThe book points out how to break down the decision making process to be able to analyze moving in a more sustainable direction on a cost/benefit level. Well written and pertinent to the current business and social environment.

"Do you think going green will give you a competitive advantage, even save you money? Do you think your customers are more likely to buy if you are green? Do you want to do better by the environment and your community? If so, you are not alone. Many feel the need to go green. Jonathan Estes in Smart Green turns this need into value and lays out the steps for going green."Read it and get ahead of your competition and the green tsunami sweeping the country." mdash;Frank Phoenix, PE, LEED-AP, Partner, Greenbridge Developments, LLC "Estes's book articulates the opportunities, challenges, and trends of the blossoming conscious consumer movement using insightful research to make the case for growing a green business. His compendium examines and dissects our cultural shift in which a handful of people are optimists, many are ambivalent, and everyone is a skeptic." mdash;David Lubensky, President, Bagatto, Inc. "Smart Green is a very practical guide for getting started with greening your company. Estes has taken the principles of business planning and applied them to a very complex subject. Worth the read." mdash;Michael Knupp, former CEO, The RETEC Group, and former member, World Business Council for Sustainable Development "Estes's Smart Green is a great resource for small to mid-size enterprises that want to make measurable improvement in performance and align themselves with the global green wave. From strategic planning to practical how-to examples, Estes demonstrates how we can go green and make some too." mdash;Aaron Nelson, IOM, President and CEO, Chapel Hill-Carrboro (NC) Chamber of Commerce, and Executive Director, Foundation for a Sustainable Community

?Step by step, chapters explore the unique synergism among entrepreneurship, sustainability, and success as a part of an organization's strategic and profit plans.? (CHOICE, October 2009)From the Inside FlapAs eco-conscious citizens and consumers search for answers to today's environmental problems, businesses are rushing to deliver the sustainable products, services, and business practices they want. But how can businessesmdash;including yoursmdash;do this without sacrificing profitability? Can we find a way to keep the Earth and the bottom line healthy? Not since the heyday of the early dot-com era has there been so much energy and enthusiasm surrounding the endeavor of entrepreneurship. Back then, everyone was scrambling to seize the opportunity to profit from the Internet boom. Today, everyone is scrambling to get in on the ground floor of the green boommdash;and cash in on the eco-conscious products, practices, and technologies we need to build a sustainable world. While there is more interest than ever in sustainability in the business community, there has never been a practical, real-world guide that shows entrepreneurs how to meld sustainability and business success. Smart Green explores the best ideas in sustainable business, helps you plan a sustainability strategy, and presents case studies and business principles to show you how it's done. Smart Green is not only the perfect book for entrepreneurs, it's also great for anyone interested in business, the environment, and how they interact. It answers questions we should all care about, including: What is sustainability? How do you build a strategic plan to achieve it? What are the benefits of marketing your green initiatives to customers? What are the key issues entrepreneurs will face in achieving sustainability? How can we lessen the tension and create cooperation between the business and environmental communities? Entrepreneurs are the stuntmen of the business worldmdash;taking risks others wouldn't in exchange for rewards others can't imagine. Today, there's a massive gap

between the environmentally conscious products and services consumers want and what businesses have on offer. Government won't solve the problem of sustainable business; smart, green entrepreneurs will. For business leaders who want to find a way to go green without giving up greenbacks, Smart Green offers an analytical, verifiable model that ensures profitability, lowers risk, and decreases the environmental impact of business. About the Author Jonathan M. Estes is cofounder and Senior Analyst at Strategic Measures, Inc., based in Chapel Hill, North Carolina, a management consulting firm that empowers leaders and teams to make decisions with an eye toward social equity, environmental stewardship, and profits.