

The Three Secrets Of Green Business - Gareth Kane

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Business is coming under increasing pressure from government, customers and campaigning groups to improve its environmental performance. Soaring utility and compliance costs are hitting companies where it hurts - on their bottom line. But there is another way of looking at the green agenda - as an opportunity rather than a threat. Written by renowned green business expert Gareth Kane, this practical 'how-to' guide contains everything you need to know about making your business green and increasing profits. Key features include: ' The Three Secrets of Green Business Success. ' Preparing To Go Green - change management, indicators, communication and marketing. ' Small Steps - the easy actions that will cut waste of materials, water and energy and save you money. ' Huge Leaps - the really big changes that will make your business truly green by changing your processes, products and business models. ' Hundreds of handy hints and tips. ' Checklists and a brainstorming tool Packed with examples, this book provides a highly accessible, practical guide to those who want to introduce sustainability into their business or organization quickly and effectively. Author: Kane, Gareth Publisher: Routledge Illustration: N Language: ENG Title: The Three Secrets of Green Business Pages: 00224 (Encrypted EPUB) On Sale: 2009-09-12 SKU-13/ISBN: 9781844078738 Category: Business & Economics : Development - Sustainable Development Category: Business & Economics : Green Business Category: Business & Economics : Education

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