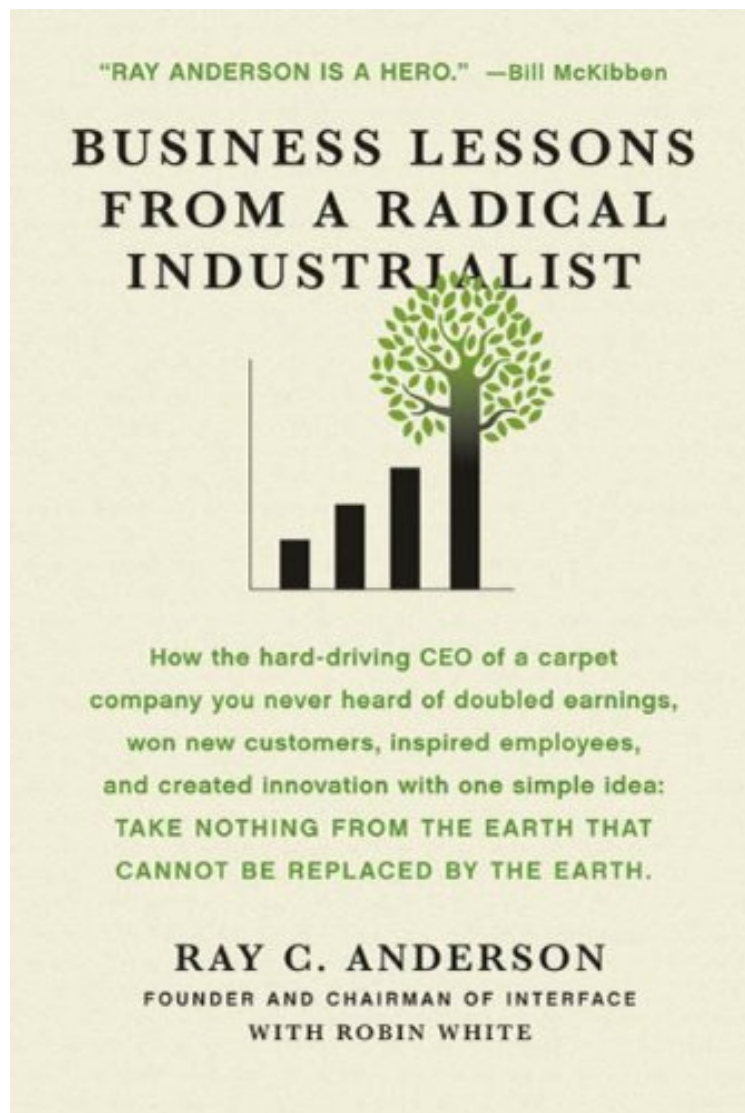


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Ray C. Anderson, Robin White
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Excellent book! Very inspiring and practical for anyone intending to perform better on environmental issues and efficiency.

In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothing from the earth that can't be replaced by the earth. Now, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: in 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's call for change, Interface has:
—cut greenhouse gas emissions by 82%
—cut fossil fuel consumption by 60%
—cut waste by 66%
—cut water use by 75%
—invented and patented new machines, materials, and manufacturing processes
—increased sales by 66%, doubled earnings, and raised profit margins
With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth. Ray Anderson is featured in the film, *So Right, So Smart*, which takes a behind-the-scenes look at how his leadership transformed Interface into a company with a sustainable business practices that made it more profitable than it was before.