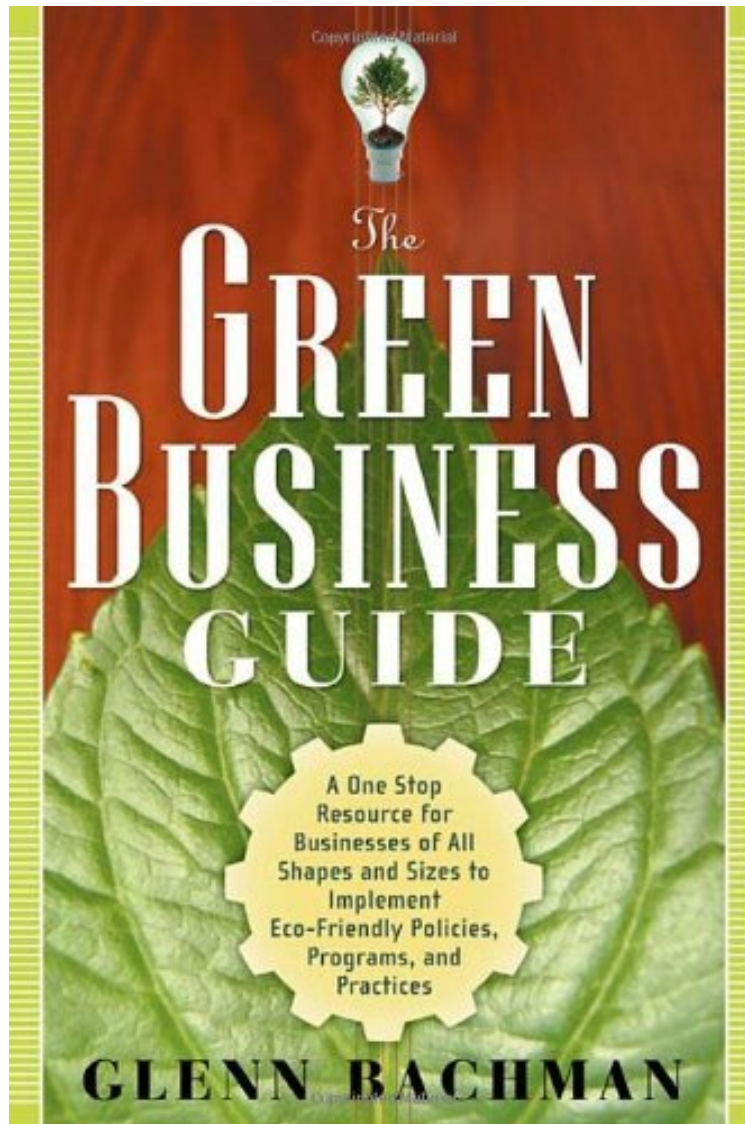


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The Green Business Guide: A One Stop Resource for Businesses of All Shapes and Sizes to Implement Eco-friendly Policies, Programs, and Practices

Glenn Bachman

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Glenn Bachman : The Green Business Guide: A One Stop Resource for Businesses of All Shapes and Sizes to Implement Eco-friendly Policies, Programs, and Practices before purchasing it in order to gage whether or not it would be worth my time, and all praised The Green Business Guide: A One Stop Resource for Businesses of All Shapes and Sizes to Implement Eco-friendly Policies, Programs, and Practices:

3 of 3 people found the following review helpful. Review of the Green Business Guide By GSI am teaching an undergraduate business course in which students develop sustainability audits and plans for local small businesses through our university's Small Business Development Center. A review of green business books left me disappointed: most were oriented to change management, GRI, and other bureaucratic perspectives to sustainability reporting for large corporations. Some of them focused on green business strategy or marketing, others focused on sustainability frameworks or how to "sell" sustainability to stakeholders. But none of these texts furnished information needed to do a sustainability audit or plan for a small business. Therefore, I was pleased to inspect a copy of the Green Business Guide. The Green Business Guide is strong where all these other texts were weak. Unlike the others it provides much of the knowledge base required to green a business. For example, chapters contain specific reference information on reducing energy, water, and waste. Unlike competing texts that use many words to say very little, this text is densely packed with useful information. If you are looking for a practical, hand-on guide to greening a business, I highly recommend the Green Business Guide.

2 of 2 people found the following review helpful. Great book By rainedayzI purchased this book in order to learn more about green business. This book is full of facts ideals that you can use to turn your business into a green one. I am starting my own green consulting business and the information in this book is invaluable. Easy to read and understand.

2 of 3 people found the following review helpful. Handy environmental practices manual for businesses By Rolf Dobelli The threats to the planet from greenhouse gas emissions and other forms of pollution and resource depletion are clear. The question is, what is your company doing about it? More and more, consumers look to businesses to take the lead in eco-friendly practices. If you're ready to make your company greener - because it is the right thing to do and because it is good for your bottom line and customer approval - getAbstract recommends Glenn Bachman's detailed, hands-on, indispensable reference. He lays out the issues to consider, from packaging to water management to reusable waste to renewable energy. This is not light reading, but it thoroughly addresses the subject and will prepare you to implement your own eco-efficiency plans.

The Green Business Guide is a comprehensive resource designed to help organizations incorporate green practices into their operations. Its content blends strategic conversation at the board level with green planning and program management at the middle-level, and with how-to direction that spells out actions at the shop level. This book will give organizations guidance on how to:

- * Understand the environmental factors that are influencing businesses ability to operate profitably
- * Evaluate the benefits of going green
- * Develop a plan for transforming the organization into a green business
- * Identify specific actions to reduce energy use, water use, control packaging waste, and use resources efficiently
- * Communicate and report on your environmental successes

The Green Business Guide also contains dozens of user-friendly checklists for every facet of making a business more environmentally friendly. By following the guidance contained in this book, organizations will position themselves as leaders in the marketplace, in their industry, and in the communities in which they operate. Business is recognizing the importance of being a responsible corporate citizen--not only to avoid negative publicity and brand erosion, but also to enjoy benefits that translate directly to the bottom line.

About the Author Glenn Bachman, CMC, AICP, is president of Raven Business Group, LLC, a management consulting firm located in Massachusetts. Combining his expertise in strategic thinking, environmental management, and systems analysis, Bachman's practice has evolved into sustainability consulting: assisting organizations that desire to become more ecologically and socially responsible, while maintaining and enhancing their profitability. He has more than 30 years of experience in improving the economic and environmental performance of organizations and projects through consulting and training engagements. Bachman's portfolio includes Environmental Impact Statements, energy facility cost-benefit analyses, strategic plans, business plans, and environmental audits and reports prepared for business, non-profit organizations, educational, and governmental clients.