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The Green Guide For Business: The Ultimate Environment Handbook for Businesses of All Sizes

Chris Goodall

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Chris Goodall : The Green Guide For Business: The Ultimate Environment Handbook for Businesses of All Sizes before purchasing it in order to gage whether or not it would be worth my time, and all praised The Green Guide For Business: The Ultimate Environment Handbook for Businesses of All Sizes:

0 of 0 people found the following review helpful. A good environmental record is an enduringly useful assetBy

Midwest Book Review Business that incorporate and practice environmentally appropriate decisions and policies are, as a general rule, more profitable than business that ignore the impact they have upon the environment. That is the well-supported thesis of climate change expert and author Chris Goodall in his most recent work, "The Green Guide for Business: The Ultimate Environment Handbook for Businesses of All Sizes". This 208-page compendium of information will enable business owners and managers to calculate the 'carbon footprint' of their enterprise, adopt and adapt environmentally sound improvements to the company in terms of buildings, transportation systems, and more. Of special note is the informed and informative chapter dedicated to 'reducing, reusing, and recycling'. A good environmental record is an enduringly useful asset in everything from lowering operational costs to insuring customer loyalty -- both of which are essential for any business enterprise having to compete in today's highly competitive local, national, and international marketplaces!

Everyone wants to go green these days, but for businesses that's easier said than done. How do you measure a company's carbon footprint? Are dryers or hand towels more eco-friendly? Recycled paper or FSC-certified? And what's the greenest company car? The Green Guide for Business answers all these questions and hundreds more, enabling businesses and organisations of all sizes to make eco-savvy decisions. Accessible but authoritative, the book also features scores of case studies to help readers learn from other people's successes and mistakes. From keeping ahead of environment legislation to green marketing, The Green Guide for Business is indispensable for every company with an environmental conscience.

"A comprehensive analysis of how the carbon footprint of a business can be measured, how it can be reduced and how firms can showcase their 'green credentials.'" -Sunday Business Post
"Devoid of preachiness this is an inspiring and practical guide to helping both companies and the planet profit from cleaner, greener, cost-effective business practices" -Insider Magazine