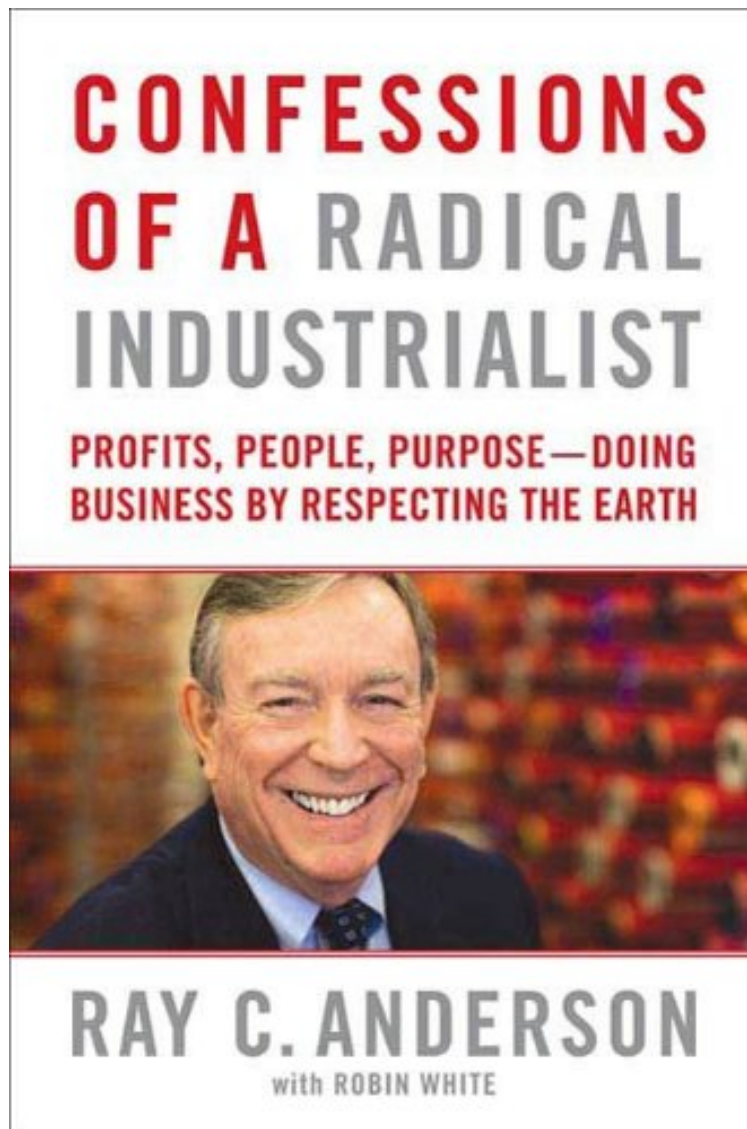


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Confessions of a Radical Industrialist: Profits, People, Purpose--Doing Business by Respecting the Earth

Ray C. Anderson, Robin White
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Ray C. Anderson, Robin White : Confessions of a Radical Industrialist: Profits, People, Purpose--Doing Business by Respecting the Earth before purchasing it in order to gage whether or not it would be worth my time, and all praised Confessions of a Radical Industrialist: Profits, People, Purpose--Doing Business by Respecting the Earth:

0 of 0 people found the following review helpful. Thoughtful discussion of a potential paradigm shiftBy BradRay

Anderson writes a compelling story of turning a wasteful, oil-thirsty business, Interface, into a nearly carbon-neutral business in a few decades. The main point is repeated throughout the book--sustainability and profits can go hand in hand. While it's not clear companies in other industries with different markets would see the same success Interface did--their target customers seem to be universities and governments in many cases, with their own political reasons for choosing "green" products--the point is nonetheless well-supported throughout the book. It's hard to deny the power of Anderson's plea for us to recognize the true costs of our current industrial paradigm and the havoc it is wreaking on the environment, and he makes a strong case to reconsider our values. 7 of 7 people found the following review helpful.

Practical and Detailed
By AMZN_addict
This provides strong evidence that when upper management gets excited about something other than purely profit-driven business pragmatics, socially- and environmentally-beneficial results occur along with reasonable corporate growth. "Confessions..." nicely rounds out readings such as Esty and Winston's "Green to Gold," McDonough and Braungart's "Cradle to Cradle," and Epstein et al's "Making Sustainability Work...," adding the details of how it can be done from a manufacturing viewpoint (and how hard it is), which is only briefly summarized in the other works and that don't have the personal "been in industry, done it" perspective that Anderson brings. While it's somewhat self-serving (but deservedly) and a little condescending in its treatment of Anderson's competitors, that pales in comparison to the vision that is detailed and how well his company stuck to it. This is a good, can-do kind of road map applicable to driving the cultural change goals that support environmentally sustainability, and is straight from the heart of industry. 1 of 1 people found the following review helpful. An interesting book from someone in the trenches.

By Martin Gonzalez, PhD
I found this book to be inspiring and offering hope for our future. I am sorry that Mr. Anderson did not live longer to spread the message that industry can find new ways operating that helps to protect our environment and ensure our grandchildren's future. So much of this is now in the hand of other countries and I have my doubts if they are at a point where they really care. From what I read China is now taking action on their air quality issues.

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, in the most inspiring business book of our time, 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 "spear in the chest" revelation, 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.