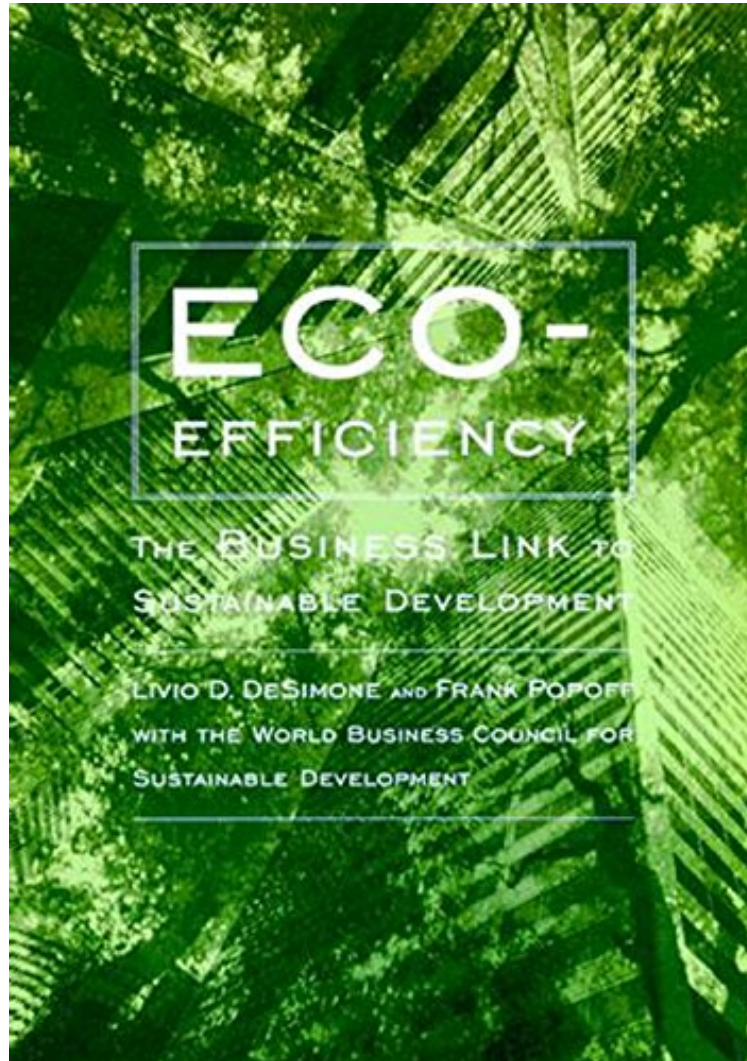


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Eco-Efficiency: The Business Link to Sustainable Development (MIT Press)

Livio D. DeSimone, Frank Popoff
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Livio D. DeSimone, Frank Popoff : Eco-Efficiency: The Business Link to Sustainable Development (MIT Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Eco-Efficiency: The Business Link to Sustainable Development (MIT Press):

4 of 5 people found the following review helpful. Highly Recommended!By Rolf DobelliTheir environmental passion is heartfelt, but the authors of Eco-Efficiency: The Business Link to Sustainable Development are no tree huggers. Livio D. DeSimone is chairman and chief executive officer of 3M and Frank Popoff is chairman of Dow Chemical. The co-authors' status as corporate titans lends credibility to their positions. The planet's fragile ecology is in danger of being destroyed by its inhabitants and large corporations bear much of the responsibility for saving the environment,

they write. This isn't a screed, though. Rather, it's a reasoned guide to making your company more profitable and more environmentally friendly at the same time. The "eco" in their favorite buzzword, eco-efficiency, refers to both economics and the ecology. By examining their processes, companies can reduce waste that's costly financially and ecologically, they argue. Due to its measured, balanced analysis of the relationship between business and the environment, we at getAbstract strongly recommend this book to all executives and students, especially those who have a real concern for the environment, but find themselves frustrated at the strident tone of many environmentalists. 8 of 14 people found the following review helpful. Thorough, but one sided. By hennenei@pilot.msu.edu Eco-efficiency provides a thorough diagnosis of what is necessary for business to grow and become more economically and ecologically efficient in a changing world, as well as providing arguments for how governments have to allow open markets to promote sustainable development. However the views are one sided, barely addressing legitimate arguments. Also, it is difficult to trust the authors who are both CEOs of companies not historically known for 'green' efficiency. And, if you can't trust the messenger, how can you trust the message? 3 of 7 people found the following review helpful. A must to every business manager By A Customer A must to every business manager which is not yet familiar with the concept and practice of eco-efficiency.

The term "eco-efficiency" describes business activities that create economic value while reducing ecological impact and resource use. This book outlines the principles of eco-efficiency and presents case studies of their application from a number of international companies, including 3M and the Dow Chemical Company. It also discusses the value of partnerships--with other companies, business associations, communities, regulators, and environmental and other nongovernmental groups. In the conclusion, the authors argue that business must become more eco-efficient and that governments need to change the conditions under which business operates, including tax and regulatory regimes, to make them more conducive to eco-efficiency.

[A] significant shift in business thinking.... While the debate on the role of business in environmental leadership will continue, there should be no doubt that the widespread implementation of the authors' approach by the business community would deliver benefits for the environment, society, and the economy. (Paul Gilding, Worldlink "[A] comprehensive and thought-provoking view of the role of business as it moves toward sustainable development.) An understanding of the business value to be gained from the efficient use of natural resources is an important first step toward sustainability: toward building a world in which resources are managed to meet the needs of all people now and in the future. I hope all business leaders will read this book and take its message to heart. (Jonathan Lash, President, World Resources Institute) Eco-Efficiency is more than a book. It contains both a vision and management tools for a green 21st century. If all business people and policy makers would follow, the world would be better off. (Ernst Ulrich von Weizsacher, President, Wuppertal Institute for Climate, Environmental and Energy; co-author, Factor Four: Doubling Wealth- Halving Resource Use) The Eco-Efficiency book, by Livio D. DeSimone and Frank Popoff, is not about theory: it is about action. Through concrete cases, it shows that without commitment and imagination, both economic benefits and environmental improvements can be achieved. (Jacqueline Aloisi de Larderel, Director, UNEP (United Nations Environmental Program) Industry and Environment) About the Author Livio D. DeSimone is Chair and CEO of 3M Company. Frank Popoff is Chairman of the Board of the Dow Chemical Company.