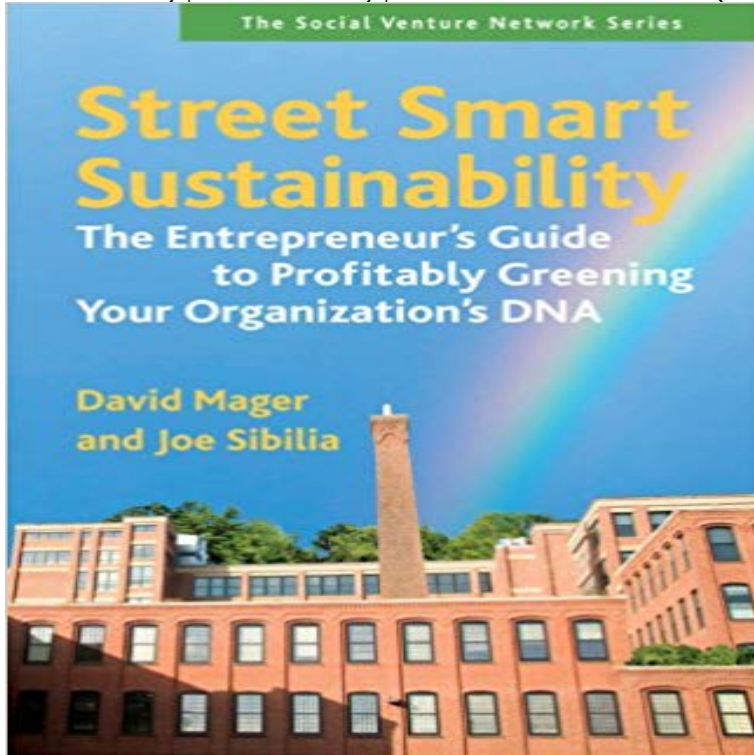


# Street Smart Sustainability: The Entrepreneurs Guide to Profitably Greening Your Organizations DNA (Social Venture Network Series)



Go Green While Making Green You already know why your company should go green. This comprehensive guide tells you how to do it profitably. It details every step of the process from getting employee buy-in and conducting a current sustainability audit to developing a plan of action and measuring progress. Nuts-and-bolts guidance helps you make continuous, cost-effective improvements and shift the prevailing business culture by infusing green practices into your organizations very DNA. Through illustrative examples from a wide variety of industries, this book shows how to: Design sustainable products Green your facilities Find green vendors Use renewable energy Reduce harmful emissions Recycle waste products, and more The emphasis is on practicality stand-alone chapters you can read when you need them and tools you can use to implement change in any area of your organization.enough

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