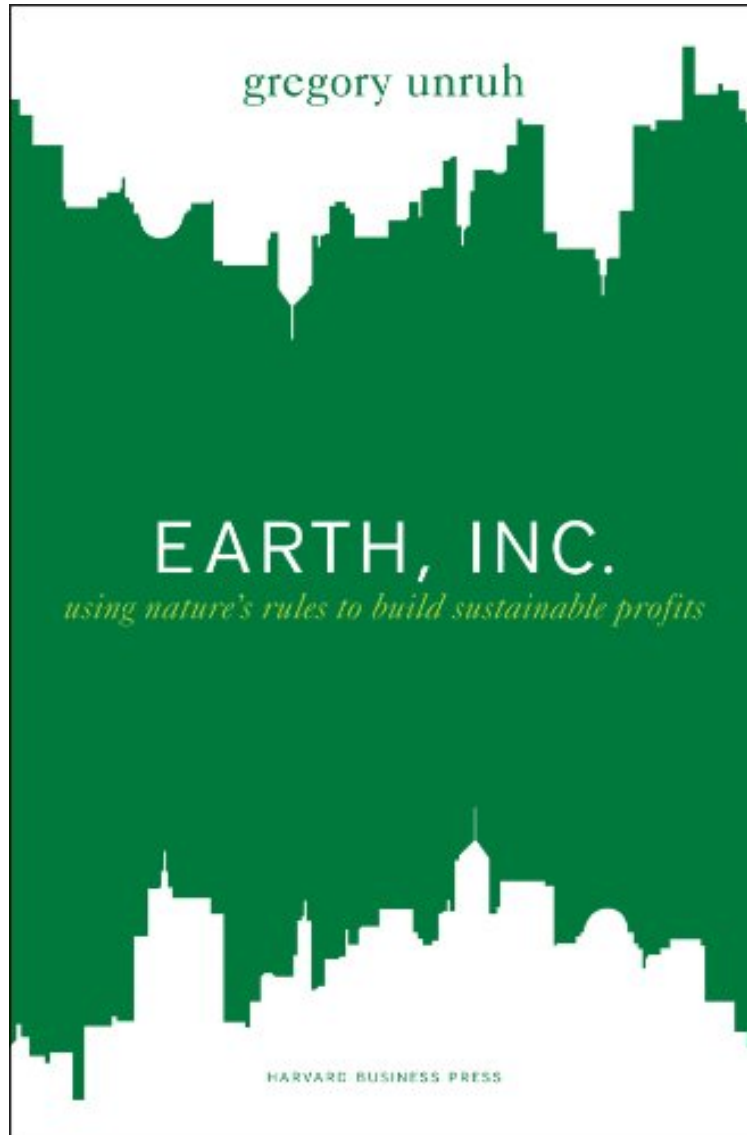


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Earth, Inc.: Using Nature's Rules to Build Sustainable Profits

Gregory Unruh

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Gregory Unruh : Earth, Inc.: Using Nature's Rules to Build Sustainable Profits before purchasing it in order to gauge whether or not it would be worth my time, and all praised Earth, Inc.: Using Nature's Rules to Build Sustainable Profits:

0 of 0 people found the following review helpful. The book addresses how to create a sustainable strategy that helps both the top and bottom line. By Francisco If your new to sustainability, or new to the concept that creating a sustainable strategy is also a competitive advantage, this book is worth reading. Those with extensive experience with this megatrend may find the book a bit light at times with ideas and concepts, however, professor Unruh does add new

insights and makes a strong business case that may help promote how and eco-friendly sustainable strategy will make a difference to both the top and bottom line--and our world.0 of 0 people found the following review helpful. Five StarsBy Jorge Andres RodriguezUseful reference. I use this reference in my teaching courses of business sustainability in MBA program.1 of 1 people found the following review helpful. Most important sustainable-business book I've read in yearsBy Asheen PhanseyAs a sustainability professional I'm usually a bit skeptical about sustainability books, so I was pleasantly surprised as I tore through Earth, Inc.Greg Unruh takes the field forward from the seminal works that came before and delivers on his promise of providing a how-to manual to environmental sustainability. Most powerful are the numerous case studies, many of which are from personal correspondence with the professionals involved, from which Unruh has tested and refined his framework. Even when Unruh revisits standard cases, he updates the old wisdom with a new and honest look.I teach sustainable business courses as an adjunct professor at a leading business school, and after searching for three years for a book to assign my MBA students, I've chosen Earth, Inc. Unruh lays bare the secrets to sustainable innovation in clear language that any businessperson can appreciate. If you're thinking of getting into the sustainability field or just cashing in on this new innovation best-practice, Earth, Inc. is your bible. You'll emerge from its pages feeling proud of your commitment, confident in your next steps, and even optimistic for the future of humanity.Update: my students this semester found it quite useful, and a good read.

Having trouble reconciling your desire to do good by the environment while also moving your company forward? In Earth, Inc., Gregory Unruh shows you how to embed sustainability into everything your company does - profitably. Providing prescriptive steps that will inform your business decisions, Unruh will help you launch your company into eco-minded practices. His five Biosphere Rules apply the laws of nature as a guide for efficient and innovative business operations. Instead of a linear value chain, Unruh offers a cyclical value chain - a chain that offers both sustainability and profitability, for now and for the future.