

# The Truth About Green Business

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The Truth About Green Business covers quite a lot of ground. The book is not just looking at appearing earth friendly but actually creating a sustainable product and workplace that does the most it can not only for the environment but also for the people who work at th Many businesses are going green.

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The Truth About Green Business, by Natural Logic CEO Gil Friend, with Nicholas Kordesch and Benjamin Privitt, brings together 52 crucial facts and insights leaders must know to successfully “ go green. ” This book delivers quick, plain-English explanations that executives, decision-makers, and entrepreneurs can actually use, no matter what kind of businesses they ’ re running, or what their environmental and profit goals are.

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"The Truth About Green Business" is my favorite underdog when it comes to helpful advices on how to green your business! Although this book does not get the same attention in the media as e.g. Green to Gold by Esty and Winston, it should!

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The Truth About Green Business, by Natural Logic CEO Gil Friend, is a comprehensive guidebook for executives and professionals wanting to set pro-active priorities for all aspects of their business, including operations, marketing, design, finance, and management, with triple bottom line focus. The book helps readers to work toward the ultimate business goal for the 21st century: making money ...

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