



Three Secrets of Green Business: Unlocking Competitive Advantage in a Low Carbon Economy

Gareth Kane

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Business is coming under increasing pressure from government, customers and campaigning groups to improve its environmental performance. Soaring utility and compliance costs are hitting companies where it hurts - on their bottom line. But there is another way of looking at the green agenda - as an opportunity rather than a threat.

Written by renowned green business expert Gareth Kane, this practical 'how-to' guide contains everything you need to know about making your business green and increasing profits. Key features include:

- ' The Three Secrets of Green Business Success.
- ' Preparing To Go Green - change management, indicators, communication and marketing.
- ' Small Steps - the easy actions that will cut waste of materials, water and energy and save you money.
- ' Huge Leaps - the really big changes that will make your business truly green by changing your processes, products and business models.
- ' Hundreds of handy hints and tips.
- ' Checklists and a brainstorming tool

Packed with examples, this book provides a highly accessible, practical guide to those who want to introduce sustainability into their business or organization quickly and effectively.



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