



Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution

Auden Schendler

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“Green” has finally hit the mainstream. Soccer moms drive Priuses. And the business consultants say it’s easy and profitable. In reality, though, many green-leaning businesses, families, and governments are still fiddling while the planet burns. Why? Because implementing sustainability is brutally difficult.

In this witty and contrarian book, Auden Schendler, a sustainable business foot soldier with over a decade’s worth of experience, gives us a peek under the hood of the green movement. The consultants, he argues, are clueless. Fluorescent bulbs might be better for *our* atmosphere, but what do you say to the boutique hotel owner who thinks they detract from *his*?

We’ll only solve our problems if we’re realistic about the challenge of climate change. In this eye-opening, inspiring book, Schendler illuminates the path.

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