



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

By 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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Editorial Review

From Publishers Weekly

Prius drivers and recyclers take note: according to debut author Schendler, your efforts to be environmentally correct are admirable, but are hardly the kind of urgent, unified action we need to really make an impact on global climate change. In fact, he says, by focusing on small individual actions, you may be actually harming the environmental movement. A pioneer in the sustainability movement, Schendler points out that "there is a hangover from the 1970s that continues to hamper the environmental movement today." Using examples from his own consulting work as the executive director of Community and Environmental Responsibility at Aspen Skiing Company, he asserts that real change can only come from tough decisions by big businesses and through legislation. Rather than sacrificing ROI to integrate green practices, Schendler says that companies must make profit-driven decisions that complement their business models in order to carry out meaningful and lasting environmental change. By challenging status quo thinking about sustainability and taking the point of view of the business executive and the worker in the field, Schendler offers a perspective that is refreshingly realistic and pragmatic. (Mar.)

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Review

Dr. James E. Hansen, Director, NASA Goddard Institute for Space Studies

"The sobering conclusion that I have reached, after traveling to Germany, the UK, Japan, and several U.S. states, is that even the greenest nations are not planning anything like what is needed—they say some green words, but their actions don't match the scale of the problem. *Getting Green Done* defines strategies that will actually help. It's an antidote and an alternative to "greenwash," the fraud perpetrated by governments and the fossil fuel industry that threatens our planet and our children."

Walter Isaacson, President and CEO of the Aspen Institute and author of *Einstein: His Life and Universe*

"A lot of people talk about climate change, but Auden Schendler combats it every day. He also makes the issue fun to read about. This is an amusing, anecdotal, as well as highly informative account of what can be done to help the environment in ways large and small."

Jeffrey Swartz, President and CEO, Timberland

"Entertaining insights from a true climate crusader ... Sure to inspire business leaders striving to make their organization more sustainable."

Booklist, 2/13

"Schendler frames his environmentally sound arguments in practical terms every business executive, home owner, and government official can relate to."

Ski Press World, February issue

"A dirty job and a damned good book"

Boston Globe

"'Getting Green Done' is a valuable tonic against the sophistry that saving the planet is as easy as a beach

stroll.”

Denver Post, 3/29

“With an easy, witty flow, Schendler urgently prods already-recycling readers to ‘hit the reset button.’ The book is a trumpet call ushering in an age of environmental enlightenment.”

About the Author

Auden Schendler is Executive Director of Sustainability at Aspen Skiing Company. He worked previously in corporate sustainability at Rocky Mountain Institute. Auden has been a trailer insulator, burger flipper, ambulance medic, Outward Bound instructor, high school math and English teacher, freelance writer, and Forest Service goose nest island builder. An avid outdoorsman, Auden has climbed Denali, North America’s highest peak, and kayaked the Grand Canyon in the winter. His writing has been published in *Harvard Business Review*, the *L.A. Times*, *Rock and Ice*, and *Salon.com*, among other places. In 2006, Auden was named a global warming innovator by *Time* magazine. He lives in Basalt, Colorado with his wife, Ellen, and their children, Willa and Elias.

Users Review

From reader reviews:

Maria Freeman:

Nowadays reading books be than want or need but also work as a life style. This reading routine give you lot of advantages. The advantages you got of course the knowledge the actual information inside the book this improve your knowledge and information. The data you get based on what kind of book you read, if you want drive more knowledge just go with training books but if you want sense happy read one using theme for entertaining like comic or novel. Often the Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution is kind of reserve which is giving the reader unstable experience.

James Oliver:

This book untitled Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution to be one of several books in which best seller in this year, this is because when you read this e-book you can get a lot of benefit on it. You will easily to buy this book in the book shop or you can order it via online. The publisher of the book sells the e-book too. It makes you quicker to read this book, since you can read this book in your Touch screen phone. So there is no reason to you to past this reserve from your list.

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