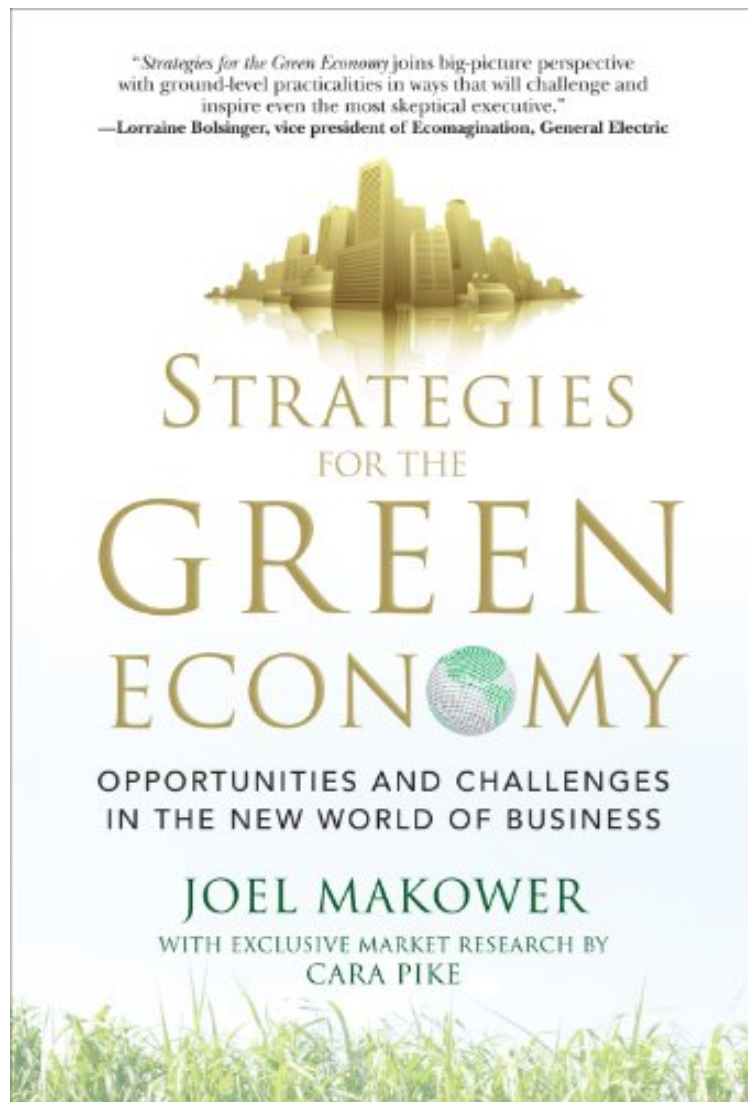


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## Strategies for the Green Economy: Opportunities and Challenges in the New World of Business

*Joel Makower, Cara Pike*

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**Joel Makower, Cara Pike : Strategies for the Green Economy: Opportunities and Challenges in the New World of Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategies for the Green Economy: Opportunities and Challenges in the New World of Business:

12 of 12 people found the following review helpful. Guru's insights provide best guide yet for green biz strategies By E. Bruce Harrison With more than a dozen previous books, including "The Green Consumer", already on corporate and

small-business bookshelves, Joel Makower has become a master green business analyst. This book draws on his knowledge and analytical skills, with market research assist from Cara Pike, and his talent for clear writing to provide business executives a set of insights they need in planning green strategies. Makower came onto the scene at about the same time that business was being shocked into dealing with stratospheric ozone damage from CFC emissions, and he has come to know the movers and shakers from all the communities engaged in greening over the years. This book looks forward, to show why corporate greening will endure (even if media's attention wanes), citing climate change as a major spur. He notes a parallel shift: the environmental movement morphing into the climate movement and business coping with carbon constraint linked to climate change. Problems for greening companies include a lack of standards by which to judge "how good is good enough", leaving the bar free to drift higher; an escalating investor intensity for companies to acknowledge, reduce and report on environmental risks (which I would connect with corporate governance influenced by climate change activism); and the erosion of "sustainability" as a green leadership characteristic. As he has done in his Greenbiz.com commentaries, Makower makes business choices easy to grasp. On energy use and climate change, he makes it simple: reduce the amount of energy used, buy more renewable-source energy, and remedy climate impact of even the renewables by moves such as carbon offsets. Business opportunity -- starting with GE's "green is green" -- and communications are focused through the perspectives of context, relevance and good, plain talk. Easy to read, well organized, with nearly 40 short chapters, this is Makower's best book yet for corporate C-suite green strategists. 0 of 0 people found the following review helpful. Five Stars By Customer good read 0 of 0 people found the following review helpful. Still relevant six years after publication. By Michael Brochstein Still relevant six years after publication although an updated version would make it better for today (2014). Good read.

Businesses are entering the green marketplace at breakneck speed to keep pace with customer and societal demands to reduce their environmental impacts. But greening one's business is no small feat. While clear opportunities abound in this new economy, business leaders pursuing a green strategy are finding few roadmaps and established rules and plenty of hidden twists and turns. So, how does a company succeed in a world gone green? In *Strategies for the New Green Economy*, Joel Makower, one of the world's foremost green business experts, provides a clear roadmap for this challenging terrain. Makower offers insights and inspiration gleaned from his 20 years' experience helping Fortune 500 companies and start-ups alike formulate strategies that align environmental and business goals. Providing a comprehensive and realistic look at both the opportunities and challenges, *Strategies for the New Green Economy* shows how leadership companies are finding their way in the green economy, while their competitors struggle. *Strategies for the Green Economy* systematically tackles the central issues of greening your business: What does it take to be seen as an environmental leader? What are the standards, implicit or explicit, that you must meet to be green? How do you communicate what your business is doing right--and what it's doing wrong? How can you overcome consumer, media, and activist distrust? How can your company be heard amid the "green noise" in the marketplace? What are the new opportunities emerging for companies in the green economy? Including groundbreaking data about customers' attitudes and behaviors regarding green products and services, *Strategies for the Green Economy* will lead you through the thicket of finicky customers, confusing research reports, and public cynicism regarding green marketing claims--and place you on solid footing in the growing green economy.

From the Back Cover "Strategies for the Green Economy joins big-picture perspective with ground-level practicalities in ways that will challenge and inspire even the most skeptical executive." --Lorraine Bolsinger, vice president of Ecomagination, General Electric "Long before 'green' was in vogue, Joel Makower shared our understanding of the importance of sustainability in business. His knowledge of the complexities and the dynamics, especially as they relate to the bottom line, yield the insight that many companies have come to rely on." --Ursula M. Burns, president of Xerox Corporation "Joel Makower provides a roadmap--a clear and compelling vision of what's possible when companies harness environmental thinking to create value for their shareholders, employees, customers, and communities." --Gary Hirshberg, chairman and president of Stonyfield Farm "The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. Joel Makower charts the course for this new era, showing how leadership companies large and small are harnessing innovation to transform the challenges into opportunities." --Fred Krupp, president of the Environmental Defense Fund and author of *Earth: The Sequel*, *The Race to Reinvent Energy* and *Stop Global Warming* "In *Strategies for the Green Economy*, Joel Makower challenges business leaders to understand what lies behind the desire for green products. With 20 years exploring environmental perceptions and advances, there are few more qualified than Joel to drive the green debate." ?Fisk Johnson, chairman and CEO of SC Johnson About the Author Joel Makower is Executive Editor of GreenBiz.com; and other websites, research, and events produced by Greener World Media, Inc., of which he is cofounder and chairman. He has 20 years' experience advising companies on green strategy and marketing and is author of more than a dozen books, including *The Green Consumer* and *The E-*

Factor: The Bottom-Line Approach to Environmentally Responsible Business.