



Ecomanagement: The Elmwood Guide to Ecological Auditing and Sustainable Business

By Ernest Callenbach, Lenore Goldman, Fritjof Capra, Rudiger Lutz

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The challenge of the '90s is to create sustainable societies in which business and government can satisfy our current needs without diminishing the prospects for future generations. Business managers today are seeking guidance in the new ways of thinking that are called for to meet this challenge. This book takes a major step in that direction by helping business people identify what can be done to reduce the impact of their companies on the environment. It shows how to systematically set priorities and create an action plan for implementing improvements. It will also help sell an impact reduction program to top management. In contrast to the current practice of "compliance auditing," a process focused on meeting governmental regulations, this Elmwood Institute guide shows how to conduct an "eco-audit" - a complete examination of an organization in relation to its long-term ecological sustainability. Such an audit scrutinizes every aspect of the organization and its operations, including product design and manufacture, management techniques, corporate culture and goals. EcoManagement is the first book to provide a comprehensive and practical guide to the new era of business ecological responsibility. It features a framework for companies planning to design their own audits, and offers thirteen checklists to guide managers through the audit process, covering such topics as energy, materials, wastes, finance, marketing, transportation, and international business relations.

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- Sales Rank: #5324106 in Books
- Brand: Brand: Berrett-Koehler Publishers
- Published on: 1993-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.58" h x .83" w x 6.41" l, 1.14 pounds
- Binding: Hardcover
- 224 pages

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Editorial Review

From Scientific American

Precisely the sort of thought-provoking, pioneering work that we fans have come to expect from its distinguished authors.

Review

A fundamental reconsideration of the way we do business and the way we interact with the natural environment. I recommend it to anyone interested in ecologically sound management. -- *Paul Hawken, author of Growing a Business*

From the Back Cover

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