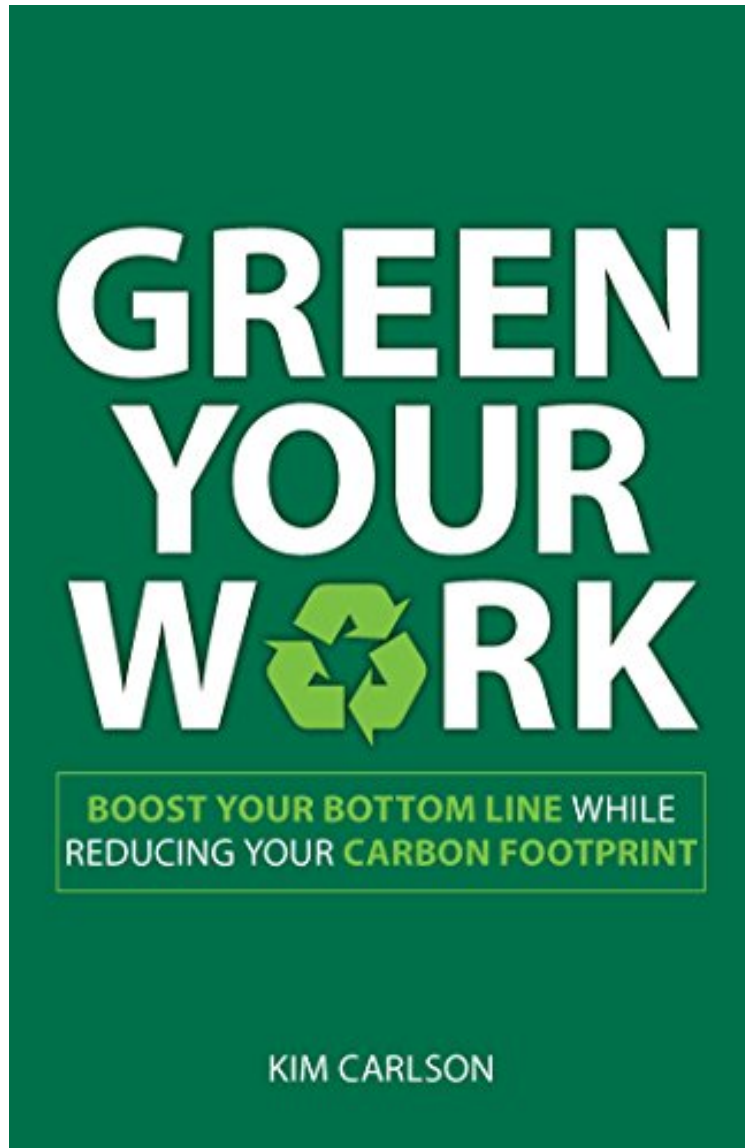


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Green Your Work: Boost Your Bottom Line While Reducing Your Carbon Footprint

Kim Carlson

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everything that was written in this book. I was expecting a book that was going to give me a step by step account of specific things I could do to save money in a manufacturing facility or corporate environment. Of course there is mention to things like "set up a recycling program" or buy lights with auto-timers, etc. but those are the absolute basic levels of greening the workplace. I WOULD recommend this book to someone with zero introduction to the principles of green building. Wish I could get a refund for me personally.0 of 0 people found the following review helpful. great for a businessBy Cubby momI wanted a book that applies more to office environment green techniques but this was more focused on green business than just an office. Great for businesses but just not detailed enough for me.0 of 0 people found the following review helpful. Great informationBy rainedayzThis book contains a wealth of information that any business (or individual) can use to turn their business into a green one.

Today, many companies are flourishing by delivering high-quality products while pursuing policies that leave the world a cleaner, better place. Those policies can help retain customers, energize employees, and serve as brand-building tools. This book shows managers practical steps to make their companies environmentally responsible while staying profitable and efficient. Environmentalist and businesswoman Kim Carlson shows managers how to green company operations by moving to a paperless office, recycling at work, setting up employee carpools, developing eco-friendly packaging, using green building products, and more. She explains in detail topics ranging from green marketing to setting up a carbon footprint assessment for the company. With this book at their side, managers can turn green into profits.

About the AuthorKim Carlson (Minneapolis, MN) is an award-winning socially responsible business owner. She is founder and owner of Cities Management, a property-management company. She recently launched EarthSmart, which sells green housewares. She hosts a weekly radio show on the VoiceAmerica Network called "Living the Green Life." Carlson has been a regular lifestyle contributor to NBC TV.