

Getting Green Done: Hard Truths From the Frontlines of Sustainability Revolution



Soccer moms drive Priuses. Sport-utility vehicles are going hybrid. Families are using hemp shopping bags. More and more companies are developing green buildings. Whats more, the business consultants say going green is easy and profitable. In reality, though, many green-leaning businesses, families, and governments are still fiddling with the small stuff while the planet burns. Why? Because implementing sustainability is brutally difficult. In this witty and contrarian audiobook, Auden Schendler, a sustainable-business foot soldier with 15 years 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? And how do you convince a chain-smoking karate expert mechanic to put biodiesel in his vehicles? Scientists tell us we have to cut CO2 emissions 80 percent by mid-century. Thats going to take more than a recycling program. Well only solve our problems if were realistic about the challenge of climate change. In this eye-opening, inspiring audiobook, Schendler illuminates the path. This recording features a new introduction written and read by the author. In addition, a new Afterword based on an article written by the author for Orion Magazine has been added to this recording.

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