

# [PDF] Getting Green Done: Hard Truths From The Front Lines Of The Sustainability Revolution

**Auden Schendler - pdf download free book**

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**Books Details:**

Title: Getting Green Done: Hard Truth  
Author: Auden Schendler  
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**Description:**

**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."

***Publishers Weekly*, January 12, 2009**

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**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.”

**Grist, 4/1**

“Anyone with a passing interest in these issues would likely find it engaging reading. And for corporate sustainability officers, it should be required.”

**American Park Network**

“Schendler’s frank narrative yanks off our rose (and green) colored glasses and in a very entertaining and enlightening way challenges us to make a difference in the climate change process and debate.”

**Seattle Post-Intelligencer**

“Auden Schendler is blowing a metaphorical raspberry at the kind of hybrid-driving, plastic bag-banning environmentalists for which Seattle is known.”

**Charlotte Observer**

“In ‘*Getting Green Done*,’ [Schendler] brings our monumental environmental challenges into focus and offers inspiring ideas and practical tips about how each of us can address them.”

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