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Strategies for the Green Economy Joel Makower

In *Strategies for the Green Economy*, Joel Makower distills his more than twenty years of watching the green business scene and offers insights and inspiration for understanding and untangling the complexities and controversies of profiting in the growing green economy.

Strategies for the Green Economy;... - Makower, Joel; Pike ...

Synopsis: The guru of green business practices (AP) provides a blueprint for creating green strategies in the new business landscape. Written by one of today's most sought-after green business strategist, *Strategies for the Green Economy* provides a comprehensive roadmap for navigating and thriving in the new green economy.

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