



# Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution

By Auden Schendler

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In this witty and contrarian book, Auden Schendler, a sustainable business foot soldier with over a decade’s 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*?

We’ll only solve our problems if we’re realistic about the challenge of climate change. In this eye-opening, inspiring book, Schendler illuminates the path.

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- Sales Rank: #1109972 in Books
- Published on: 2009-02-24
- Released on: 2009-02-23
- Original language: English
- Number of items: 1
- Dimensions: .99" h x 5.98" w x 8.60" l, 1.09 pounds
- Binding: Hardcover
- 304 pages

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### Editorial Review

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."

#### ***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.”

About the Author

**Auden Schendler** is Executive Director of Sustainability at Aspen Skiing Company. He worked previously in corporate sustainability at Rocky Mountain Institute. Auden has been a trailer insulator, burger flipper, ambulance medic, Outward Bound instructor, high school math and English teacher, freelance writer, and Forest Service goose nest island builder. An avid outdoorsman, Auden has climbed Denali, North America’s highest peak, and kayaked the Grand Canyon in the winter. His writing has been published in *Harvard Business Review*, the *L.A. Times*, *Rock and Ice*, and Salon.com, among other places. In 2006, Auden was named a global warming innovator by *Time* magazine. He lives in Basalt, Colorado with his wife, Ellen, and their children, Willa and Elias.

**Users Review**

**From reader reviews:**

**Hilda Szymanski:**

Now a day those who Living in the era exactly where everything reachable by connect with the internet and the resources within it can be true or not demand people to be aware of each facts they get. How a lot more to be smart in acquiring any information nowadays? Of course the answer is reading a book. Reading a book can help individuals out of this uncertainty Information especially this Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution book as this book offers you rich information and knowledge. Of course the details in this book hundred per-cent guarantees there is no doubt in it you know.

**Brian Seery:**

The actual book Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution has a lot details on it. So when you make sure to read this book you can get a lot of benefit. The book was published by the very famous author. This articles author makes some research prior to write this book. This kind of book very easy to read you can obtain the point easily after reading this book.

**Donna Layne:**

Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution can be one of your starter books that are good idea. All of us recommend that straight away because this publication has good vocabulary which could increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The writer giving his/her effort to put every word into pleasure arrangement in writing Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution yet doesn't forget the main stage, giving the reader the hottest and based confirm resource facts that maybe you can be one of it. This great information can easily drawn you into brand-new stage of crucial thinking.

**Palmer Schwartz:**

Do you really one of the book lovers? If so, do you ever feeling doubt when you are in the book store? Try to pick one book that you never know the inside because don't determine book by its cover may doesn't work at this point is difficult job because you are scared that the inside maybe not seeing that fantastic as in the outside appear likes. Maybe you answer can be Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution why because the excellent cover that make you consider regarding the content will not disappoint an individual. The inside or content is usually fantastic as the outside or perhaps cover. Your reading 6th sense will directly guide you to pick up this book.

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