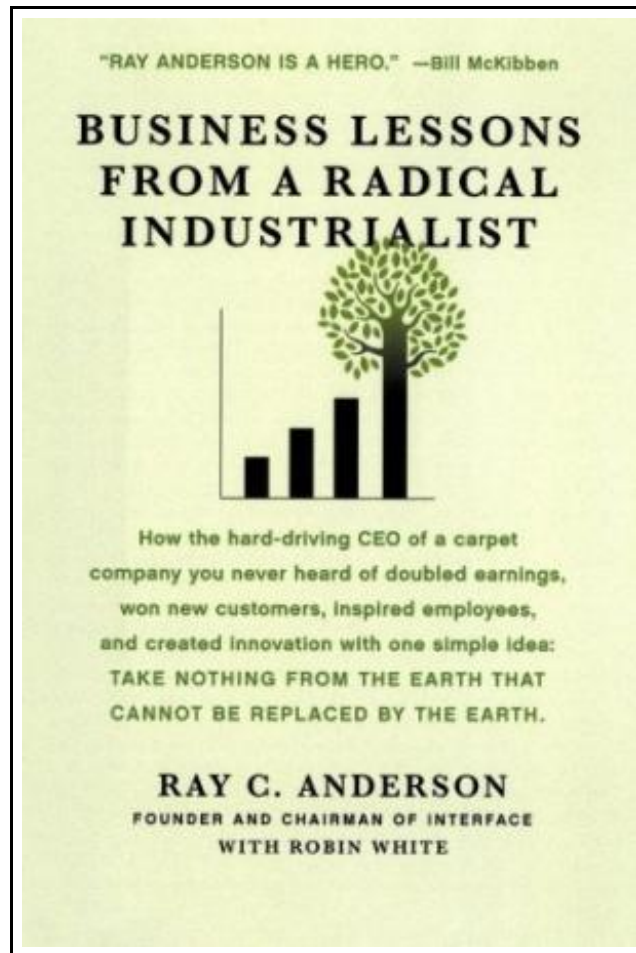


Business Lessons from a Radical Industrialist



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(Krista Lindgren)

BUSINESS LESSONS FROM A RADICAL INDUSTRIALIST



St. Martin's Griffin. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.2in. x 5.5in. x 1.0in. In 1994, Ray Anderson was 60 years old and at the top of his game as founder and CEO of Atlanta-based Interface, Inc. , a modular carpet company that makes those clever carpet tiles that you may have underfoot in your office or coveted via the companys residential brand, FLOR. That was 17 years ago - before green was the compelling business imperative that it is today (for reference, oil was then 18bb), and frankly, the environment was nowhere on Rays radar. An Interface associate asked Ray to give a speech to a task force that was forming to answer customer concerns about environmental impacts, and though he had not a clue what he would say, he accepted. As the date for the speech grew closer, he began to sweat -- and then Paul Hawken's book, *The Ecology of Commerce*, landed on his desk. The rest is green business history -- Ray read the book (hes called it a spear in the chest epiphany), his outlook was radically transformed, and he gave a speech that would put the petroleum-dependent carpet company on a path to zero environmental footprint. Whats happened in the intervening years has made Interface the poster child for green business, and Rays become a bit of an eco rock star. He ditched his gas-guzzling Jaguar in favor of a Prius, built an off-the-grid home, and today, at 76, his life is radically different than what he would have imagined for himself at age 60. This is his story. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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