



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

By Auden Schendler

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“Green” has finally hit the mainstream. Soccer moms drive Priuses. And the business consultants say it’s easy and profitable. In reality, though, many green-leaning businesses, families, and governments are still fiddling while the planet burns. Why? Because implementing sustainability is brutally difficult.

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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**Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution** By Auden Schendler **Bibliography**

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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:**

##### **Wayne Millican:**

Do you have favorite book? When you have, what is your favorite's book? Publication is very important thing for us to know everything in the world. Each reserve has different aim as well as goal; it means that book has different type. Some people sense enjoy to spend their time to read a book. They are reading whatever they take because their hobby will be reading a book. Consider the person who don't like examining a book? Sometime, individual feel need book if they found difficult problem or exercise. Well, probably you will want this Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution.

##### **Melanie Pemberton:**

Typically the book Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution will bring one to the new experience of reading a book. The author style to elucidate the idea is very unique. If you try to find new book to learn, this book very appropriate to you. The book Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution is much recommended to you to study. You can also get the e-book in the official web site, so you can quicker to read the book.

##### **Ronald Malone:**

Reading a reserve tends to be new life style in this era globalization. With looking at you can get a lot of information that can give you benefit in your life. Along with book everyone in this world may share their idea. Guides can also inspire a lot of people. A lot of author can inspire their particular reader with their story or maybe their experience. Not only the storyline that share in the ebooks. But also they write about the knowledge about something that you need illustration. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors on this planet always try to improve their

proficiency in writing, they also doing some study before they write for their book. One of them is this Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution.

**Jacki Warner:**

This Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution is brand new way for you who has intense curiosity to look for some information given it relief your hunger of information. Getting deeper you onto it getting knowledge more you know or you who still having bit of digest in reading this Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution can be the light food for you because the information inside this book is easy to get by anyone. These books create itself in the form that is certainly reachable by anyone, that's why I mean in the e-book contact form. People who think that in guide form make them feel sleepy even dizzy this publication is the answer. So there is not any in reading a guide especially this one. You can find actually looking for. It should be here for you actually. So , don't miss this! Just read this e-book style for your better life in addition to knowledge.

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