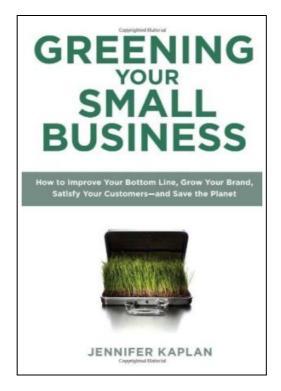
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(Prof. Abe Satterfield IV)

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Prentice Hall Press, United States, 2009. Paperback. Condition: New. Original. Language: English. Brand New Book. The ultimate resource for small business owners who want to go green without going broke. Greening Your Small Business is the definitive resource for those who want their small businesses to be cutting- edge, competitive, profitable, and eco-conscious. Filled with stories from small business owners of all stripes, Greening Your Small Business addresses every aspect of going green, from basics such as recycling, reducing waste, energy efficiency, and reducing the IT footprint, to more in-depth concerns such as green marketing and communications, green business travel, and green employee benefits. For companies too small to hire consultants to draft and implement green policies and practices, this guide is designed for easy use, featuring: ? Simple ways to make the workplace greener ? Two plans of action for going green (divided into two levels) ? Definitions for green terminology and jargon.

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