



# Smart Green: How to Implement Sustainable Business Practices in Any Industry - and Make Money

*Jonathan Estes*

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"Do you think going green will give you a competitive advantage, even save you money? Do you think your customers are more likely to buy if you are green? Do you want to do better by the environment and your community? If so, you are not alone. Many feel the need to go green. Jonathan Estes in Smart Green turns this need into value and lays out the steps for going green. Read it and get ahead of your competition and the green tsunami sweeping the country."

—Frank Phoenix, PE, LEED-AP, Partner, Greenbridge Developments, LLC

"Estes's book articulates the opportunities, challenges, and trends of the blossoming conscious consumer movement using insightful research to make the case for growing a green business. His compendium examines and dissects our cultural shift in which a handful of people are optimists, many are ambivalent, and everyone is a skeptic."

—David Lubensky, President, Bagatto, Inc.

"Smart Green is a very practical guide for getting started with greening your company. Estes has taken the principles of business planning and applied them to a very complex subject. Worth the read."

—Michael Knupp, former CEO, The RETEC Group, and former member, World Business Council for Sustainable Development

"Estes's Smart Green is a great resource for small to mid-size enterprises that want to make measurable improvement in performance and align themselves with the global green wave. From strategic planning to practical how-to examples, Estes demonstrates how we can go green and make some too."

—Aaron Nelson, IOM, President and CEO, Chapel Hill-Carrboro (NC) Chamber of Commerce, and Executive Director, Foundation for a Sustainable Community

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