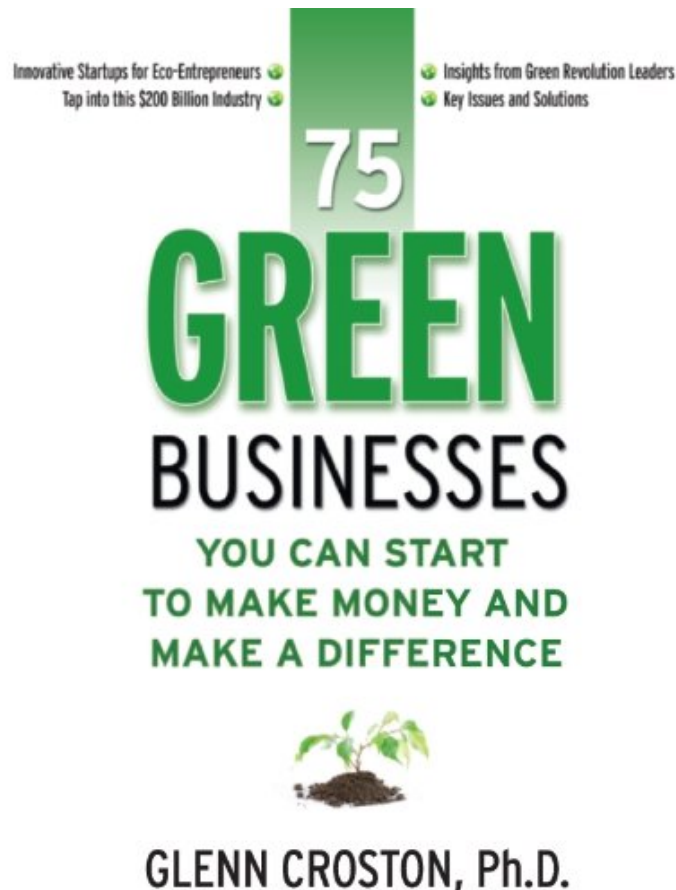


75 Green Businesses You Can Start to Make Money and Make a Difference

Glenn Croston

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Glenn Croston : 75 Green Businesses You Can Start to Make Money and Make a Difference before purchasing it in order to gauge whether or not it would be worth my time, and all praised 75 Green Businesses You Can Start to Make Money and Make a Difference:

5 of 5 people found the following review helpful. Phenomenal Overview, Reference, Exceeded Expectations By Robert David STEELE Vivas I bought and read this book along with Green Intelligence: Creating Environments That Protect Human Health and Careers in Renewable Energy: Get a Green Energy Job. This book is everything I could have wanted and more--it exceeded expectations. For each of 75 "opportunities" sorted within eleven chapters it provides a summary table (Market Need, Mission, Knowledge to Start, Capital Required, Timing to Start, and Special Challenges, along with a multi-page discussion and a variety of "sidebar" elements that vary but generally address Related Trends, In the Long Run, Green Leader, Industry Information, Information Resource, Eco-Tip, or Eco-Issue. This is a book that can be read quickly to focus in as I did on an opportunity that I believe anyone could pursue in any area, as a Sustainability Savings Officer (the author uses Chief Sustainability Officer which I consider too grandiose). The value

proposition here is straight-forward: go into any client, offer a free evaluation and recommendations of remediation measures, and collect 20% of the savings in year one, 10% in year two, 5% in year three, and then repeat the cycle. I have this book set aside to go through a second time, for two reasons: it has a ton of interesting information that I picked up "in passing" and want to go back to (for example, most chemists are not trained in toxicology, bottled water costs 10,000 times more than tap water, use Google Earth to identify best neighborhoods for offering energy saving white roof service, and on and on. The second reason I want to go through this book a second time is because many of the opportunities that are listed can actually be used within a localized web site to become the "go to" local area consultant for all matters having to do with greening, including LEEDs certification, bioplastics substitution, increased recycling, paper reduction, etcetera, etcetera, etcetera. This book, in other words, can become "Ref A" for a sustainability services and support consultancy. I liked the author's observation that energy is everywhere, we just have not figured out how to tap into it. This ties in with my being enormously impressed by Nokia's new cellular telephones that do not need electricity for life support, but instead recharge themselves with ambient energy--combine that with the new foot-powered battery packs (soldiers on the march charge the batteries, they can be used with radios, etcetera) and mobile solar power panels, you have the makings of "jacking in" the rest of the world, and using information as a substitute for violence and wealth, and as an educational platform for unleashing the entrepreneurial energies of the five billion poor. This is a GREAT book for those who accept it as a tutorial. It is not the be all end all but I for one am VERY impressed. For the larger picture and other impressions, consider the books below (or just my summary reviews). Biomimicry: Innovation Inspired by Nature Cradle to Cradle: Remaking the Way We Make Things The Design of Business: Why Design Thinking is the Next Competitive Advantage Ecological Economics: Principles And Applications Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage Natural Capitalism: Creating the Next Industrial Revolution The Resilient Earth: Science, Global Warming and the Fate of Humanity

3 of 3 people found the following review helpful. This is a good book for your DECISION stage of starting a business By Jeffrey Wyman Croston provides a heap of examples of some very green businesses that will surely make some profit given the right management and market, along with some rough initial start-up costs (scale from \$ to \$\$\$\$), the time to start it, and the knowledge required as well as any special challenges that may lie ahead. He also includes reasons why it would be a smart idea and profitable. However, the only thing I find lacking in this book is a simple section on "the first steps to get started." As I mentioned in the title, this is great when you have some business experience and have done it many times before, but to earn that extra 5 star I want it to be open to all individuals regardless of experience.

0 of 0 people found the following review helpful. A Must Have For The Green Business Owner By D Arthur 75 Green Businesses You Can Start To Make Money and Make a Difference, is an overview of the sustainable small business opportunities that have shown the most promise and growth of recent years. In it, Glenn Croston points out that the biggest business opportunities in our near future will be for those entrepreneurs who are willing to be creative and innovative in their approaches to solving some of our most pressing challenges. In addition the book lists an impressive number of resources and contacts as well as background on the industries described. One of the comments by a reviewer of this book stated that Glenn has written nearly half of your business plan for you. Clearly, if you are planning on launching a green business, this is an excellent source of information. My copy sits on my desk and is dog-eared from constant use.

With environmental concerns a top issue for consumers everywhere, the green market is the next big boom industry for entrepreneurs looking to make money and make a difference. Discover 75 green startup ideas in multiple industries, including eco-tourism, small wind power, green schools, water conservation landscaping, green investment consulting and more. For each business, Croston shows you the market, product to be delivered, resources needed, major hurdles ahead, competitors and strategies for success.

"Kermit is wrong! It's easy being green...just read Croston's book. He provides a terrific guide to an amazing array of business eco-opportunities, and tells you how to take advantage of them!"-Ray Smilor, Executive Director, Beyster Institute at the Rady School of Management at UC San Diego, author of Daring Visionaries: How Entrepreneurs Build Companies, Inspire Allegiance, and Create Wealth

75 Green Businesses gets you quickly up to speed on the fast-paced trends propelling the green economy and shows you where to find the opportunities. If you're considering starting your own green business, Croston's book has practically written about half your business plan for you. A terrific resource."-Josh Dorfman, founder CEO, Vivavi and author of The Lazy Environmentalist