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ISBN	1-000-21882-1 0-429-13001-5 1-283-00457-7 9786613004574 1-4398-1731-6
Descrizione fisica	1 online resource (436 p.)
Collana	What every engineer should know ; ; v. 46
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Soggetti	New business enterprises - Environmental aspects Entrepreneurship Environmental engineering - Management
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front cover; Contents; Series Preface; Acknowledgments; Author; Introduction; Part I. The Great Green Opportunity; Chapter 1. Why Are We Going Green?; Chapter 2. Becoming a Greentrepreneur (a.k.a. Green Entrepreneur); Chapter 3. Drivers of the Green Revolution; Chapter 4. Markets for Green Products; Part II. The Green Startup; Chapter 5. Green Ideas, Inventions, and Businesses; Chapter 6. Forming and Founding; Chapter 7. Assembling Talent; Chapter 8. Raising Green (Money); Chapter 9. Green Intellectual Property; Chapter 10. Making the Sale; Part III. The Green Playing Field Chapter 11. Understanding UtilitiesChapter 12. How Project Finance Works; Chapter 13. Working with the Government; Chapter 14. Laws, Regulations, Initiatives, and More; Chapter 15. Grants, Loans, and Other Green Government Funds; Chapter 16. Taxes and Incentive Programs; Part IV. Green Progress (So Far); Chapter 17. Greening Your Business; Chapter 18. Green Certifications; Chapter 19. Venture Capital and Clean Technology; Chapter 20. International Landscape; Chapter 21. Growth

Opportunities; Part V. Green Business Fundamentals; Chapter 22.
Market Research and Business Planning
Chapter 23. Forming the BusinessChapter 24. Founders; Chapter 25.
Employees; Chapter 26. Securities; Chapter 27. Raising Money; Chapter
28. More about Fundraising; Chapter 29. Strategies for Managing
Startup Intellectual Property; Chapter 30. Service Partners; Chapter 31.
M&A and IPOs; Appendix: Additional Resources; References and
Reading List; Back cover

Sommario/riassunto

Annotation
