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Sommario/riassunto

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Sommario/riassunto

The collected wisdom of some of the world's most influential environmental movers and shakers is brought together in this one book. The chosen gurus consists both of "thinkers" - those who have set the agenda, and of "doers" - those business people who made the green cause their mission long before it became so prominent. The book covers a broad range of environmental issues as they apply to business, including the economic viability of choosing green routes. Interviewees include energy guru Amory Lovins, former Friends of the Earth Vice Chair Tony Juniper, diplomat Sir Crispin Tickell and b