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| Autore                  | Goleman Daniel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| Descrizione fisica      | 1 online resource (335 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Disciplina              | 363.738742                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Soggetti                | Consumer behavior - Environmental aspects<br>Environmental responsibility - Economic aspects<br>Environmentalism - Economic aspects<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Lingua di pubblicazione | Spagnolo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Nota di contenuto       | Cubierta; Titulo; Creditos; Dedicatoria; Sumario; Capitulo 1. El precio oculto de nuestras compras; Capitulo 2. El espejismo "verde"; Capitulo 3. Lo que no sabemos; Capitulo 4. La inteligencia ecologica; Capitulo 5. Una nueva matematica; Capitulo 6. El abismo de informacion; Capitulo 7. La apertura total; Capitulo 8. Twitters y rumores; Capitulo 9. Comercio justo; Capitulo 10. El circulo virtuoso; Capitulo 11. La sopa quimica; Capitulo 12. Cuando la amigdala va de compras; Capitulo 13. Preguntas dificiles; Capitulo 14. La actualizacion continua; Capitulo 15. Pensandolo bien<br>Capitulo 16. Hacer las cosas bien haciendo el bienAgradecimientos; Notas; Recursos |
| Sommario/riassunto      | Arguing that consumers and manufacturers share the responsibility for a cleaner and healthier environment, this eloquent and timely discussion urges the former to balance the market toward designs, ingredients, and technologies that reflect their ecological sensibilities, while exhorting the latter to modify their industrial processes on the basis of their environmental impacts. Such steps would foment a radical transparency where products are concerned and make all of the parties in the global marketplace active players in determining the course                                                                                                                   |

