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Sommario/riassunto	Going green is the new black for big business. But how real is the climate-friendly revolution that's being advertised? Toyota reckons Mother Nature drives a Prius, Ford wants us to 'Join the Green Revolution', and McDonald's has painted its famous golden arches green. Facebook has even 'friended' Greenpeace. But are big brands and the celebrities endorsing them really as green as they claim? In Greenwash, in the tradition of Fast Food Nation and No Logo, Guy Pearse looks behind the corporate facade - and what he finds will startle you. Nothing is sacred and no one is safe from scrutiny in this e