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Nota di bibliografia	Includes bibliographical references (p. [193]-206) and index.
Nota di contenuto	The greening of junkspace -- Green idol -- Ecovillages : an alternative social organization -- The greening and de-greening of the White House -- Green boots on the ground -- Trash -- Disaster relief -- Slums -- Poverty.
Sommario/riassunto	How the sustainability movement has been co-opted: from ecobranding by Wal-Mart to the "greening" of the American military.