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Ecopreneuring: Putting Purpose and the Planet Before Profits (Paperback)

By John D. Ivanko, Lisa Kivirist

New Society Publishers, United States, 2008. Paperback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Ivanko and Kivirist - innkeepers, authors, and wearers of many other hats - truly walk the green talk, detailing the nitty-gritty of running a green business. - Library Journal I m not even sure I d call this a business book. ECOpreneuring contains plenty of advice on starting a small, eco-conscious business, but the authors focus primarliy on how entrepreneurial efforts can incorporate values and priorities beyond the bottom line. Lifestyle choices trump profit motives, but neither have to be sacrificed in order to create meaning and income. This kind of positive thinking is repeated again and again throughout the book. In addition to sharing their own success, and the stories of others, ECOpreneuring is filled with practical information about starting and running a small green business. A potential ecopreneur will discover ideas on everything from bookkeeping to marketing, and the authors point to numerous other resources that will help you set up your company, and run your business without running afoul of tax codes,...



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