



Earth, Inc.: Using Nature's Rules to Build Sustainable Profits

Gregory Unruh

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Having trouble reconciling your desire to do good by the environment while also moving your company forward? In *Earth, Inc.*, Gregory Unruh shows you how to embed sustainability into everything your company does - profitably. Providing prescriptive steps that will inform your business decisions, Unruh will help you launch your company into eco-minded practices. His five Biosphere Rules apply the laws of nature as a guide for efficient and innovative business operations. Instead of a linear value chain, Unruh offers a cyclical value chain - a chain that offers both sustainability and profitability, for now and for the future.

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