

# **The Truth About Green Business**

**By Gil Friend**

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“The Truth About Green Business is brilliant, visionary, and totally practical. This book is packed with priceless hard-earned wisdom and real life experience.

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With his new book "The Truth about Green Business," Gil Friend, CEO of Natural Logic, has given us an invaluable gift – mainline access to his

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Everything you need to know to green your business and grow your profit. Explore the truth about what climate change means for your business

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The Responsibility Revolution: How the Next Generation of Businesses Will Win, by Jeffrey Hollender  
The Truth About Green Business, by Gil Friend

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As principal military adviser on the just-released thriller "Green Zone," I have an obligation to the soldiers and civilians with whom I served to

[www.foxnews.com/.../richard-monty-gonzales-green-zone-iraq-adviser-baghdad-bou...](http://www.foxnews.com/.../richard-monty-gonzales-green-zone-iraq-adviser-baghdad-bou...)

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<https://www.healthychild.com/eco-friendly-green-products/>

The Truth About Green Business, by Natural Logic CEO Gil Friend, with Nicholas Kordesch and Benjamin Privitt, brings together 52 crucial facts and insights

[natlogic.com/resources/publications/the-truth-about-green-business/](http://natlogic.com/resources/publications/the-truth-about-green-business/)

truth about green business [2009]. Friend, Gil. Kordesch Green products; Environmental aspects; Green marketing; Management; Business enterprises.

[agris.fao.org/agris-search/search.do?recordID=US201300141328](http://agris.fao.org/agris-search/search.do?recordID=US201300141328)

Gil Friend, founder and President of NaturaLogic discusses his book "The Truth About Green Business" as well as high and low points for the

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Friend, 2009: Friend, G., 2009, The Truth about Green Business, 1st edition. New Jersey: Pearson Education. Frooman, J.;1; 2005, 'Stakeholder influence

[www.sciencedirect.com/science/article/pii/S2212567114005796](http://www.sciencedirect.com/science/article/pii/S2212567114005796)

Everything you need to know to green your business and grow your profit. - The truth about what climate change means for your business- The [globalloveins.com/book4/18704.pdf](http://globalloveins.com/book4/18704.pdf)

Green tea's superfood status has reached epic heights. Our Nutrition Director, Jaclyn London, RD, weighs in on whether or not its deserving of [www.goodhousekeeping.com/health/diet-nutrition/a43325/green-tea-benefits/](http://www.goodhousekeeping.com/health/diet-nutrition/a43325/green-tea-benefits/)

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Consumer perception vs environmental realities. Explore this graphic to find out how good a match there is between how green a company is and how green it is <https://www.newscientist.com/round-up/green-companies/>

In The Truth About Green Business, leading green business expert Gil Friend offers more than 50 crucial insights that decision-makers need to [www.sustainability2030.com/sustainabilityclips/.../truth-about-green-business-book.html](http://www.sustainability2030.com/sustainabilityclips/.../truth-about-green-business-book.html)

Then natural health professionals and research started to tell us about all the benefits of green tea. Sales increased and the legend of green tea grew more and [www.streetdirectory.com/food\\_editorials/.../the\\_shocking\\_truth\\_about\\_green\\_tea.htm...](http://www.streetdirectory.com/food_editorials/.../the_shocking_truth_about_green_tea.htm...)

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<https://www.commonwealthclub.org/.../gil-friend-truth-about-green-business-potential...>

Gil Friend examines why the time is right to move your business towards "green" initiatives.

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Author of The Truth About Green Business and more than 100 articles, he is widely considered a founder of the sustainable business movement, and is an

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The Truth About Green Business by Gil Friend. This book is a report on leading companies that are embracing low energy and sustainable

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The Truth About Green Business, new from FT Press's best-selling The Truth About series, is a comprehensive guidebook for

[www.businesswire.com/news/home/.../en/.../Truth-Green-Business-Published-FT-Press](http://www.businesswire.com/news/home/.../en/.../Truth-Green-Business-Published-FT-Press)

Friend, Gil (2009) The Truth about Green Business. Upper Saddle River, NJ: FT Press. Gil Friend is a well respected sustainability consultant. He's summarized

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