

Appendix B

Resources

The Truth About Green Business is designed as a fast read. When you want more detail, here are a few key books that can take you deeper, and links to some of the Web sites that I use to stay on top of this field.

Books

- Blackburn, William R. *The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility*. Earthscan, 2007, 812 pages. What the title says: a comprehensive, detailed handbook.
- Brown, Lester R. *Plan B 3.0: Mobilizing to Save Civilization*. W.W. Norton & Co, 2008, 416 pages. Global, not enterprise, perspective. Stark, sobering, important.
- Hawken, Paul, Amory Lovins, and Hunter Lovins. *Natural Capitalism*. Little, Brown, and Company, 1999, 416 pages. A provocative roadmap for a new industrial revolution.
- Hitchcock, Darcy and Marsha Willard. *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations*. Earthscan, 2006, 272 pages. Nuts and bolts for the SME.
- Johnson, H. Thomas, Anders Broms, and Peter M. Senge. *Profit Beyond Measure: Extraordinary Results through Attention to Work and People*. Free Press, 2000, 272 pages. How management by self-organization, interdependence, and diversity—instead of “results”—delivers results at Toyota and Scandia
- Natrass, Brian and Mary Altomare. *The Natural Step for Business: Wealth, Ecology, and the Evolutionary Corporation*. New Society, 1999, 240 pages. How four companies have put this powerful framework to work.
- *The Sustainable Enterprise Fieldbook*, eds. Jeana Wirtenberg, William G. Russell, and David Lipsky. Greenleaf/Amacom, 2009, 320 pages. Practical anthology from a network of experts (including me) and examples from a wide range of companies.

- Willard, Bob. *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line*. New Society, 2002, 240 pages. Provides systematic quantification—with spreadsheets—of the benefits of green/sustainable business strategies.

Would you like a longer list? Try this for 25 more titles: www.tinyurl.com/cczqf7.

Web Sites

As fast as the world of green business is evolving, the web world is moving even faster, with new sites added all the time. These are some of the best aggregators and organizers of the cutting edge. (You can also find many subject-specific sites listed in the References section.)

- www.EnvironmentalLeader.com
- www.Greenbiz.com
- www.SustainableLifeMedia.com
- www.SustainableBusiness.com
- www.Treehugger.com
- www.Worldchanging.com

Here are a few key green/sustainable/socially responsible business focused associations:

- *Business for Social Responsibility*, www.bsr.org.
- World Business Council for Sustainable Development, www.wbcsd.org.
- Social Venture Network, www.svn.org.
- The Natural Step, www.naturalstep.org.
- The Pew Center on Climate Change, www.pewclimate.org.
- Also, check search engines for “sustainable business association,” “green business network,” and such to find local and regional organizations near you.

Natural Logic Web Sites

Natural Logic Web sites (where you can sign up for seminars and online webinars that will take you deeper; participate in discussions with me, my team, and other readers dealing with challenges similar to yours; and find out how Natural Logic can support you—with advisory services, education, coaching, and tools—on your path to becoming a greener, more profitable, and more satisfying business):

- Company and services: www.natlogic.com
- *The Truth About Green Business* trainings and discussions: www.natlogic.com/truth
- Sustainability dashboards: www.businessmetabolics.com and www.OpenEco.org
- Blogs: <http://blogs.natlogic.com/friend/>
- Twitter: www.twitter.com/gfriend
- And for the truth about where we really need to go: www.DeclarationOfLeadership.com

To order additional copies of *The Truth About Green Business*, please go to <http://tinyurl.com/TTAGB> for single copies. For bulk ordering, see ordering information in the front of this book.