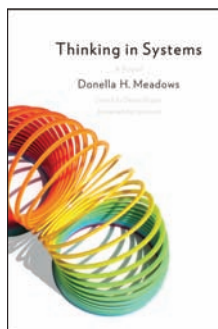


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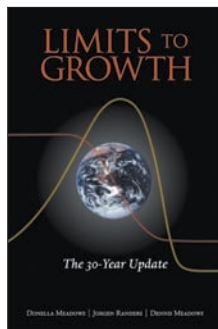
Today's **BUSINESS** requires
SUSTAINABILITY
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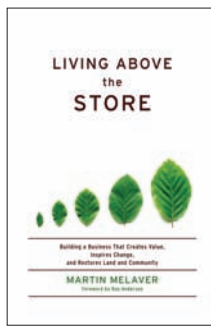
THINKING IN SYSTEMS
Donella Meadows
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“They are resilient, self-organized, and hierarchical, yet systems will often surprise us because many relationships in systems are nonlinear . . . use language carefully and to pay attention to what is salient and not just to what can be quantified . . . an accessible introduction to systems for nonspecialists. Recommended. General readers and all levels of undergraduate students.”
 —A.A. Batabyal, Rochester Institute of Technology, *ALA Choice*. Currently adopted by Villanova, University of Vermont and University of North Carolina



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LIVING ABOVE THE STORE:
Building a Business That Creates Value, Inspires Change, and Restores Land and Community
Martin Melaver
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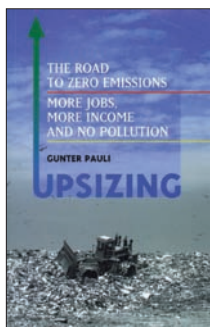
Business models that provide for economic success while contributing to society and the environment, how to shape a business culture that helps employees realize their highest potential, leveraging a business ethic that “ripples outward” to foster restoration of both land and community, embracing a notion of limits to growth and reframing ideas about competition, proprietary knowledge, and business success.



ETHICAL MARKETS:
Growing the Green Economy
Hazel Henderson with Simran Sethi
 \$30.00 • Paper • 300 pages
 ISBN 9781933392233

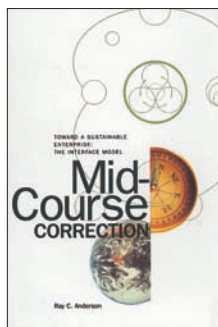
Winner of the 2007 Nautilus Silver Book Award for Business/Conscious Leadership and the 2008 Axiom Bronze Book Award for Business Ethics, *Ethical Markets* is the companion to the highly acclaimed public television series that outlines the bottom-line best practices for 21st century business. Henderson weaves statistics and analysis with profiles of entrepreneurs, environmentalists, scientists, and professionals who have led the highly successful growth of green businesses around the world.

FUNDAMENTALS



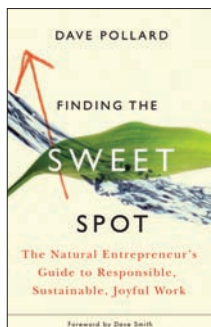
UPSIZING: The Road to Zero Emissions, More Jobs, More Income, and No Pollution
Gunter Pauli
 \$16.95 • Paper • 220 pages
 ISBN 9781874719182

“Zero emissions” describes what business and industry now aim to achieve: no pollution and no waste. When industry mimics nature, where nothing is wasted, it achieves the same levels of productivity, where the waste from one process becomes the raw material for another. Materials once thought worthless support new products, processes and new wealth, and industries that were previously considered unrelated cluster together. This is not just a theory: projects in the agri-business based on integrated biosystems, among others, have proven highly successful.



MID-COURSE CORRECTION:
Toward a Sustainable Enterprise—The Interface Model
Ray Anderson
 \$19.95 • Paper • 204 pages
 ISBN 9780964595354

The personal story of Ray Anderson’s realization that businesses need to embrace principles of sustainability, where he outlines his efforts to apply these principles in a billion dollar corporation, one still measured by the standard scorecards of the business world. While the path proved to have many curves, Interface, the carpet company Anderson founded in 1973, demonstrates today that the principles of sustainability and financial success can not only co-exist but can lead to extraordinary personal and community gains.



FINDING THE SWEET SPOT:
The Natural Entrepreneur's Guide to Responsible, Sustainable, Joyful Work
Dave Pollard
 \$17.95 • Paper • 240 pages
 ISBN 9781933392905

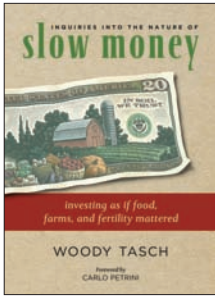
“Helpful charts and exercises guide the reader in finding where their purpose, passions and gifts intersect; and bite-sized case studies of entrepreneur success studies abound and help illustrate his points . . . [A] useful and much-needed book.” —*Publishers Weekly*

FINANCE



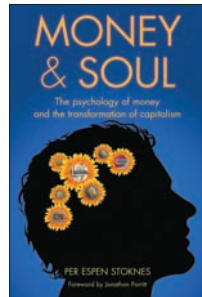
THE LOOTING OF AMERICA
How Wall Street's Game of Fantasy Finance Destroyed Our Jobs, Pensions, and Prosperity—and What We Can Do About It
Les Leopold
 \$14.95 • Paper • 224 pages
 ISBN 9781603582056

As the country wallows in deep recession, Americans are wondering how the best finance professionals in the country caused a crash in the global economy. Leopold debunks the prevailing myths that blame low-income home buyers who got in over their heads, people who ran up too much credit-card debt, and government interference with free markets. The truth is that Wall Street undermined itself by playing and losing at a dangerous game of fantasy finance and Leopold offers solutions to prevent future calamities.



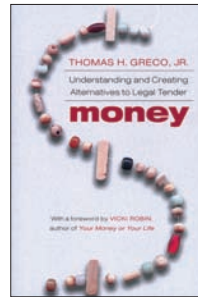
INQUIRIES INTO SLOW MONEY:
Investing as if Food, Farms, and Fertility Mattered
Woody Tasch
\$21.95 • Hardcover • 224 pages
ISBN 9781603580069

A new financial system that serves people and place as much as it serves industries and markets, is the mission that has emerged from the author's decades of experience as a venture capitalist, foundation treasurer and entrepreneur. This book outlines new strategies for investing—such as in local food systems—and profiles of new fiduciary activists whose ideas include an alternative stock exchange dedicated to slow, small, and local, where half of one's assets are invested within 50 miles from home.



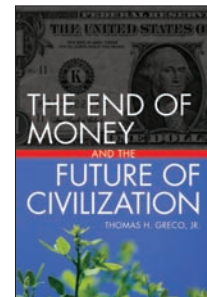
MONEY AND SOUL:
The Psychology of Money and the Transformation of Capitalism
Per Espen Stoknes
\$19.95 • Paper • 296 pages
ISBN 9781900322461

Do we choose money or soul, finance or feelings, markets or common humanity? Stoknes traces the origins of these opposing concepts, and the emotions that money provokes. When viewed in cultural and philosophical contexts, money is a system of symbols that society devised over many centuries, one that reflects and reinforces society's dominant concerns. This book illustrates new methods of defining and using money that protect valued assets, such as local communities and global climate.



MONEY:
Understanding and Creating Alternatives to Legal Tender
Thomas Greco, Jr.
\$25.00 • Paper • 320 pages
ISBN 9781890132378

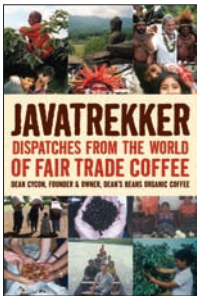
Retired economics professor Thomas Greco has spent twenty years studying community currency systems around the world, including historical models (such as during the Great Depression), and contemporary examples now operating in the United States, Canada, Europe, South America, Australia, New Zealand, and Japan. In *Money*, he explains why we're all in debt, and provides a roadmap for how to make alternatives to "legal tender" work for individuals, communities, and local economies.



THE END OF MONEY AND THE FUTURE OF CIVILIZATION
Thomas Greco, Jr.
\$19.95 • Paper • 272 pages
ISBN 9781603580786

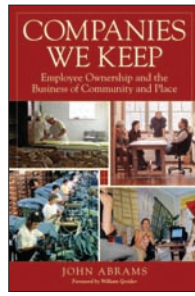
"Essential reading for everyone who yearns to restore sanity to our financial dealings and re-humanize our global economy. Greco details the abuses inherent in the widely misconstrued concept of 'legal tender,' and helps us understand the real roots of the current meltdown. He then offers unique tools for creating workable, enduring solutions. . . The book's a true game-changer, and its appearance couldn't be more timely."
—Philip H. Beard, PhD, Professor emeritus, Sonoma State Univ., co-founder of Sustaining Capital Cooperative, Sustaining Technologies, and Sonoma GoLocal Coop

MANAGEMENT & MARKETING



JAVATREKKER:
Dispatches from the World of Fair Trade Coffee
Dean Cycon
\$19.95 • Paper • 240 pages
ISBN 9781933392707

"Coffee is more than just a drink. It is about politics, survival, the Earth, and the lives of indigenous peoples," says Rigoberta Menchu, Nobel Peace Laureate and author. That morning cup involves globalization, immigration, women's rights, pollution, indigenous rights, and self-determination, all played out in villages and remote areas around the world. Part business, adventure travel, and cultural anthropology, this book explains fair trade through the world of coffee, a crop with 28 million growers in fifty countries and second only to oil in value. Currently on syllabi at Brown University and Hampshire College, among others.



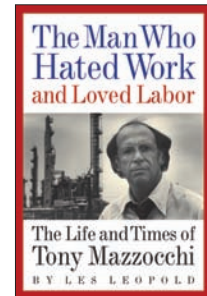
COMPANIES WE KEEP:
Employee Ownership and the Business of Community and Place
John Abrams
\$17.95 • Paper • 340 pages
ISBN 9781603580007

Companies flourish when they become centers of interdependence, or green enterprise communities. When employees share in the rewards as well as the responsibility for the decisions they make, better decisions result. This book is structured around eight principles—from "Sharing Ownership" and "Cultivating Workplace Democracy" to "Thinking Like Cathedral Builders" and "Committing to the Business of Place"—that Abrams has discovered in the 32 years since he cofounded South Mountain Company.



THE GORT CLOUD:
The Invisible Force Powering Today's Most Visible Green Brands
Richard Seireeni
\$24.95 • Hardcover • 240 pages
ISBN 9781603580618

The "Gort Cloud" is a term coined by the author to describe a largely invisible network of NGOs, trendspotters, advocacy groups, social networks, business alliances and other members of the green community that have the power to make or break new green brands, offering brand development and marketing strategies critical to success. This book reveals shared characteristics and basic tenets for building a successful green brand, featuring profiles of more than 30 "eco-capitalists" from a broad range of companies such as Stonyfield Farms, Seventh Generation and Dr. Bronner.



THE MAN WHO HATED WORK AND LOVED LABOR:
The Life and Times of Tony Mazzocchi
Les Leopold
\$24.95 • Paper • 544 pages
ISBN 9781933392646

This is the award-winning biography of Tony Mazzocchi, leader of the Oil, Chemical, and Atomic Workers Union. Mazzocchi's struggle to address the toxic exposure of tens of thousands of workers led to the passage of the Occupational Safety and Health Act. An early believer in global warming, he believed that the struggle of capital against nature was a contradiction that would force systemic change. His high-profile efforts changed working conditions in American industry—and made him enemy number one to a powerful few. Mazzocchi's non-stop activism parallels the rise and fall of industrial unionism: McCarthyism, the Sixties, and the surge of the environmental movement.

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