



Confessions of a Radical Industrialist: Profits, People, Purpose--Doing Business by Respecting the Earth

Ray C. Anderson, Robin White

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In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothing *from* the earth that can't be replaced *by* the earth. Now, in the most inspiring business book of our time, Anderson leads the way forward and challenges all of industry to share that goal.

The Interface story is a compelling one: In 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's "spear in the chest" revelation, Interface has:

- Cut greenhouse gas emissions by 82%
- Cut fossil fuel consumption by 60%
- Cut waste by 66%
- Cut water use by 75%
- Invented and patented new machines, materials, and manufacturing processes
- Increased sales by 66%, doubled earnings, and raised profit margins

With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth.

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