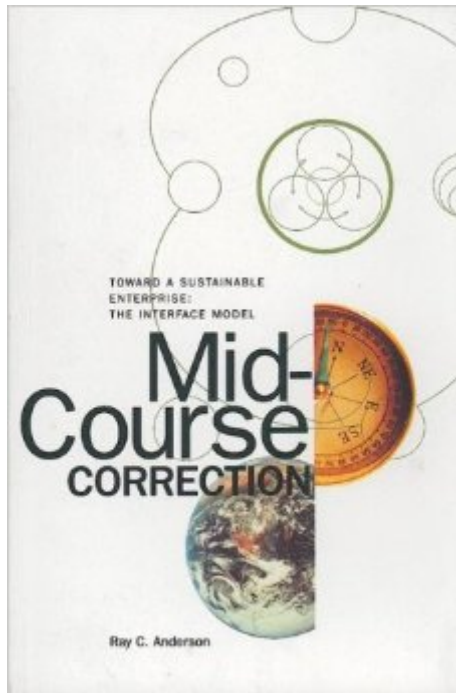


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Mid-Course Correction: Toward A Sustainable Enterprise: The Interface Model



Synopsis

Of value to business people, environmentalists, and educators alike, *Mid-Course Correction* is a business book about the environment that's written from a personal perspective. With passion and pride, Ray Anderson, Founder, Chairman and CEO of one of the world's largest interior furnishings companies, recounts his awakening to the importance of environmental issues and outlines the steps his petroleum-dependent company, Atlanta-based Interface, Inc., is taking in its quest to become a sustainable enterprise -- one that will never have to take another drop of oil from the Earth. Thought-provoking and thoughtful, Anderson's story is told from the heart.

Book Information

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Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (15 customer reviews)

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Customer Reviews

This book deserves more than five stars. Mr. Anderson has taken an important step forward in leading Interface Corporation towards becoming ecologically neutral. By that phrase, ecologically neutral, I mean taking nothing from and adding nothing to the environment. This concept has become a popular one in Europe beginning in Sweden, in the form of The Natural Step, but has been much more slowly adopted in the United States. Those who are interested in understanding the processes by which a company can pursue improved environmental performance will find many helpful examples in *Mid-Course Correction*. What if you don't care about your company's impact on the environment? Mr. Anderson makes a powerful argument based on his experiences at Interface that you should. First, it is much cheaper to produce goods and services if you use less materials and waste less. This means higher profits. Do you care about profits? Second, the pursuit of

sustainability attracts many new customers and better supplier relationships. That also means higher profits. Third, people feel better about themselves. Do you like to feel better about yourself? Fourth, perhaps you should rethink your position about the environment. Even if we have enough for now, if we waste it, we are robbing our own descendents at some point of a good quality life. Mr. Anderson describes many cases of where despoliation of nature from overuse has been very expensive and undesirable by anyone's standard. He also cites many of the leading books on the benefits of an ecologically sustainable business world. In fact, this movement will become a disruptive technology by making those who waste unable to compete with those who do not. Think about it. To me, the value in the book is in Mr.

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