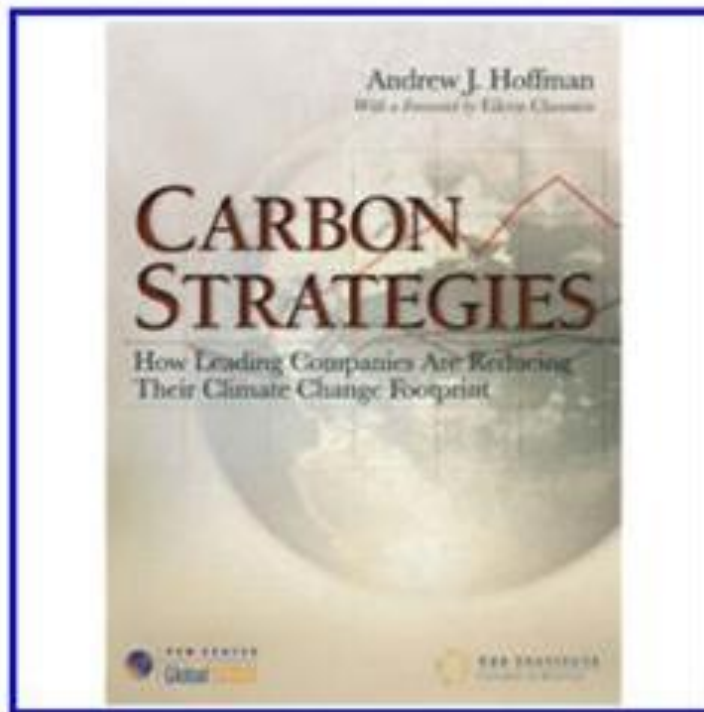


Sustainable Industries



"Carbon Strategies: How Leading Companies Are Reducing Their Climate Change Footprint"

by Andrew J. Hoffman

RATING: ★★★★★

Buy this book from Powell's online!

With "Carbon Strategies," Andrew Hoffman offers a comprehensive review of how major multi-nationals have incorporated carbon reduction initiatives into their business plan.

After an introduction on the big picture of climate strategy and an explanation of methodology, the book outlines the considerations and actions a business might follow to develop and implement an effective climate strategy.

While the book focuses on the experience of multi-nationals and is geared toward larger corporations, the lessons shared in the book offer plenty of value to the small and medium-sized enterprises along with individual investors who want to educate themselves on the opportunities in carbon reduction strategies. That said, the book is definitely best suited for those that are ready to take carbon reduction seriously — regardless of size. Casual readers beware.

The book ends with six in-depth case studies of companies and their respective experiences with carbon reduction strategies. Additionally, the book includes an appendix with a list of initiatives undertaken by the surveyed companies organized by type of initiative.

This compilation of data alone makes "Carbon Strategies" an invaluable resource for businesses seeking to reduce their carbon footprint without reinventing the wheel. *Published by University of Michigan Press.*

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