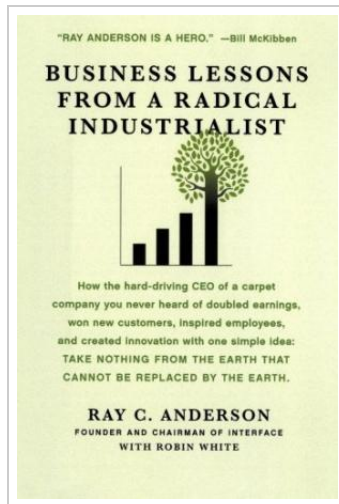




Business Lessons from a Radical Industrialist

By Robin White

St. Martin's Griffin. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.2in. x 5.5in. x 1.0in. In 1994, Ray Anderson was 60 years old and at the top of his game as founder and CEO of Atlanta-based Interface, Inc., a modular carpet company that makes those clever carpet tiles that you may have underfoot in your office or coveted via the company's residential brand, FLOR. That was 17 years ago - before green was the compelling business imperative that it is today (for reference, oil was then 18 bbl), and frankly, the environment was nowhere on Ray's radar. An Interface associate asked Ray to give a speech to a task force that was forming to answer customer concerns about environmental impacts, and though he had not a clue what he would say, he accepted. As the date for the speech grew closer, he began to sweat -- and then Paul Hawken's book, *The Ecology of Commerce*, landed on his desk. The rest is green business history -- Ray read the book (he's called it a spear in the chest epiphany), his outlook was radically transformed, and he gave a speech that would put the petroleum-dependent carpet company on a path to...



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