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Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World



Par Diane McEachern
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Description :

Prsentation de l'diteurRead Diane McEachern's posts on the Penguin Blog.Protecting our environment is one of the biggest issues facing our planet today. But how do we solve a problem that can seem overwhelming-even hopeless? As Diane MacEachern argues in Big Green Purse, the best way to fight the industries that pollute the planet, thereby changing the marketplace forever, is to mobilize the most powerful consumer force in the world-women. MacEachern's message is simple but revolutionary. If women harness the "power of their purse" and intentionally shift their spending money to commodities that have the greatest environmental benefit, they can create a cleaner, greener world. Spirited and informative, this book: - targets twenty commodities-cars, cosmetics, coffee, food, paper products, appliances, cleansers, and more-where women's dollars can make a dramatic difference; - provides easy-to-follow guidelines and lists so women can choose the greenest option regardless of what they're buying, along with recommended companies they should support; - encourages women to spend wisely by explaining what's worth the premium price some green products cost, what's not, and when they shouldn't spend money at all; and - differentiates between

products that are actually "green" and those that are simply marketed as "ecofriendly." Whether readers want to start with small changes or are ready to devote the majority of their budget to green products, MacEachern offers concrete and immediate ways that women can take action and make a difference. Empowering and enlightening, Big Green Purse will become the "green shopping bible" for women everywhere who are asking, "What can I do?"

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Biographie de l'auteur

Diane MacEachern, the founder and CEO of Big Green Purse, is passionate about empowering women to use their marketplace clout to protect the environment. A best-selling author, successful entrepreneur, sought-after public speaker, and long-time conservationist, she has launched the only company in the U.S. dedicated specifically to transforming women's environmental concerns into measurable improvements in our quality of life. Diane encourages women to green the marketplace by choosing products whose use or manufacture offer the greatest environmental benefit. Through her books, articles and speeches she motivates women to take actions that will make a difference. She helps environmental organizations engage more women as members, activists, and donors. She also encourages companies to green their products to appeal to more women consumers.