

Cradle to Cradle: Remaking the Way We Make Things (Hardback)

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Reviews

A whole new e book with a brand new standpoint. I have read through and i also am certain that i am going to planning to read again yet again later on. I found out this book from my i and dad advised this pdf to learn. (Audrey Lowe I)

CRADLE TO CRADLE: REMAKING THE WAY WE MAKE THINGS (HARDBACK)



RODALE PRESS, United States, 2003. Hardback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book. A manifesto for a radically different philosophy and practice of manufacture and environmentalism Reduce, reuse, recycle urge environmentalists; in other words, do more with less in order to minimize damage. As William McDonough and Michael Braungart argue in their provocative, visionary book, however, this approach perpetuates a one-way, cradle to grave manufacturing model that dates to the Industrial Revolution and casts off as much as 90 percent of the materials it uses as waste, much of it toxic. Why not challenge the notion that human industry must inevitably damage the natural world, they ask.In fact, why not take nature itself as our model? A tree produces thousands of blossoms in order to create another tree, yet we do not consider its abundance wasteful but safe, beautiful, and highly effective; hence, waste equals food is the first principle the book sets forth. Products might be designed so that, after their useful life, they provide nourishment for something new-either as biological nutrients that safely reenter the environment or as technical nutrients that circulate within closed-loop industrial cycles, without being downcycled into low-grade uses (as most recyclables now are). Elaborating their principles from experience (re)designing everything from carpeting to corporate campuses, the authors make an exciting and viable case for change.

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