

The New Color of Money

Green has always been the favorite hue of business publishers—teaching how to earn it, how to spend it and how to save it. This season, however, the color stays constant, but the meaning has changed. Several forthcoming titles sound a call to action for managers to “go green.” In the long run, it might be the only way to make money.

McGraw-Hill Professional leads the pack with three new green business titles. Nick Dallas's *Green Business Basics: 24 Lessons for Meeting the Challenge of Global Warming* (Sept.) provides proven techniques to create a more energy-efficient and profitable enterprise. *Green Your Small Business* (Sept.) by Scott Cooney, who has started and sold three green businesses in the past four years, is a how-to guide for aspiring green entrepreneurs. Joel Makower, chairman and executive editor of Greener World Media, producer of the Web sites GreenBiz.com, ClimateBiz.com and GreenerBuildings.com, is the author of *Strategies for the Green Economy: Opportunities and Challenges in the New World of Business*. In this November release, says Herb Schaffner, publisher of the business and finance group, Makower “is able to address these complex concerns in a way that no other book in this space has done.”

Sustainability seems to be Amacom's key word this fall, as evidenced by *The Sustainable Enterprise Fieldbook: When It All Comes Together* (Sept.), edited by Jeana Wirtenberg et al., and *Investing in a Sustainable World: Why Green Is the New Color of Money on Wall Street* by Matthew J. Kiernan (Nov.). Wirtenberg, the cofounder and director of the Institute for Sustainable Enterprise, and her co-editors present essays offering hands-on advice from a collection of the movement's leaders and thinkers. Kiernan's title, says senior editor Bob Shuman, is a “wake-up call that gives the financial community persuasive quantitative evidence that going green really does mean making more money.”

Rich Mintzer's *101 Ways to Make Your Business (and Profits) Greener* (Entrepreneur Press, Oct.) “provides practical, realistic suggestions to make a business more environmentally friendly,” according to acquisitions editor Jere Calmes, adding that “green” is no longer a movement but a way of life—“not only for Kermit the Frog.”

Another title that focuses on converting businesses without losing money is Adams Media's *Taking Your Business Green* (Dec.) by Kim Carlson, the founder of five ecofriendly businesses and NBC's EarthSmart Expert. Senior project manager Peter Archer says, “Carlson does a wonderful job of explaining how small business owners can make their companies environmentally responsible without sacrificing profitability or competitive advantage.”

Earth Aware Editions recently released *Minding Your Business: Profits That Restore the Planet* by Horst Rechelbacher, the Austrian-born founder of Aveda, the organic beauty product company. The publisher describes the title as “a guidebook to building a business that is both healthy financially and healthy for the planet.”

Also helping turn businesses green is *The Green Business Guide* by Glenn Bachman (Career Press, Feb.), which, according to the publisher, helps readers understand the environmental factors that influence a business's ability to operate profitably.

