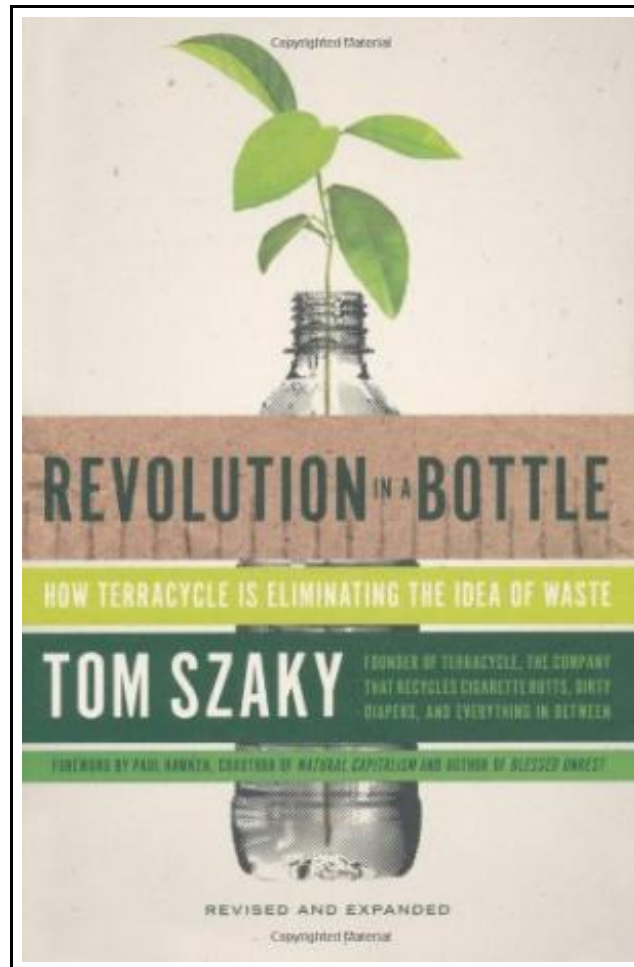


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REVOLUTION IN A BOTTLE: HOW TERRACYCLE IS ELIMINATING THE IDEA OF WASTE



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Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Revolution in a Bottle: How Terracycle Is Eliminating the Idea of Waste, Tom Szaky, Tom Szaky dropped out of Princeton a decade ago to found TerraCycle, a company that makes useful stuff out of garbage. TerraCycle is now at the forefront of the eco-capitalist movement, creating new products using materials that most people throw away - from worm poop fertilizer and gardening supplies to juice pouch tote bags and pencil cases. Of course, eco-capitalism isn't a new idea, and many companies brag about being environmentally-friendly. But no one does it as effectively as TerraCycle. Szaky and his colleagues figured out how to sell a useful, organic, safe product without charging a premium for it. Their big insight was finding value in things that others throw away, from the triggers on spray-bottles to misprinted cardboard boxes. Now they're also reusing garbage to create new products, from bird feeders to tote bags, and even engaging major companies like Kraft and General Mills to sponsor their waste streams. Szaky shows how any business can look at garbage with a fresh eye, and reap the benefits. "Revolution in a Bottle" is a rollicking tale of entrepreneurial adventure and an essential guide to creating a company that's good for people, good for profits, and good for the planet. Szaky shares the keys to TerraCycle's success and the model for any eco-friendly company: making mainstream green products without charging a premium. Since "Revolution in a Bottle" was first published, TerraCycle has grown dramatically despite the recession. This completely revised and expanded edition brings their story up to date. "TerraCycle is doing more than selling good green products; it is changing how manufacturers, retailers and consumers treat their waste. Read this book. I'm glad I did." (Ben Cohen, cofounder,...



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