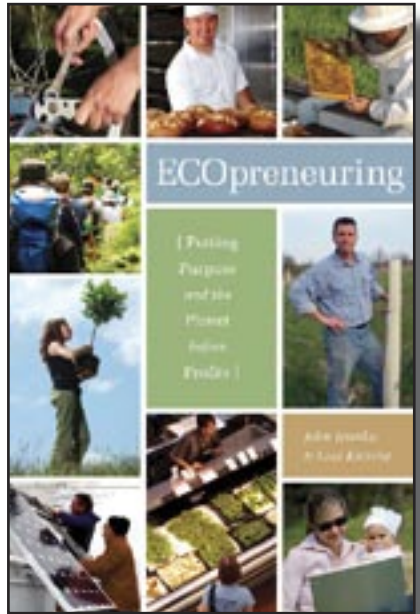


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ECOpreneurship: Putting Purpose and the Planet before Profits

by John Ivanko and Lisa Kivirist

Part small business manifesto, part personal finance primer, *ECOpreneurship* reflects the powerful social trends toward green living, relocalization, and self-sufficiency that's driving the rapid growth of a nation of ecopreneurs.



“There is gold in going green, and the same drive to make a buck that created global warming can now be harnessed to slow the carbon-based pollution that is overheating the planet. *ECOpreneurship* shows how we can harness our country’s entrepreneurial spirit to avert global catastrophe and profit from doing so.” — Robert F. Kennedy, Jr.

A compact, dynamic tool kit for a fresh approach to entrepreneurial thinking, blending passion for the planet with small business pragmatics, *ECOpreneurship* is essential reading for small business owners, prospective entrepreneurs, and anyone who dreams of a livelihood based on independence, creativity, passion and a commitment to sustainability in the restoration ECoNomy. Woven throughout *ECOpreneurship* are examples of both small business ecopreneurs and social entrepreneurs working in the non-profit sector who prioritize purpose over profits and community over building market share.

Check for more updates and resources on www.ecopreneuring.biz

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