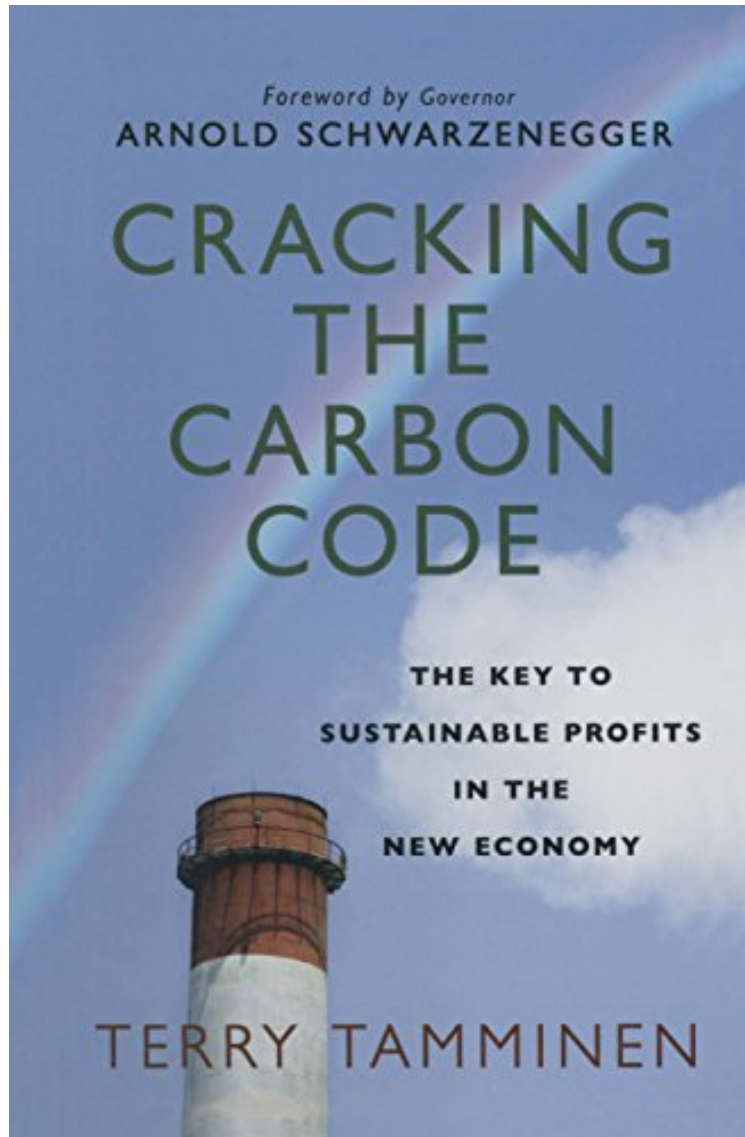


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# Cracking the Carbon Code: The Key to Sustainable Profits in the New Economy

*T. Tamminen*

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**T. Tamminen : Cracking the Carbon Code: The Key to Sustainable Profits in the New Economy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Cracking the Carbon Code: The Key to Sustainable Profits in the New Economy:

0 of 0 people found the following review helpful. Good high level roadmap for companies to lower carbon emissions and realize business profit potential and lower risksBy LoganyonGreat overview and framework for how a business can learn to capture value from lowering CO2 emissions - also gives a good historical overview of the evolution of

carbon reduction policies in the U.S. 4 of 5 people found the following review helpful. Green, lean, and mean  
By John C. Cronin  
THE MSM will have you believe that businesses will be hurt financially if they are made to adopt new technologies (or apply existing ones) to reducing carbon emissions and becoming more environmentally conscientious. Why else would corporations spend millions lobbying and buying our politicians into making sure that federal and state pollution legislation is either watered down or never passes? This big lie is the reason that many people side with business. They think market share will go down, jobs will be lost, and even more of America's competitiveness will be lost to overseas companies that don't have to worry about the environment (or wages or working conditions). This book does two things: First, it debunks the idea that companies cannot be profitable and still be environmentally sustainable. Second, it shows companies how not adapting to sustainability is assuring that they will not go forward and will actually become less competitive. Tamminen's making sense about one of the most important issues facing the planet. If companies can make money and help the environment, then you have to ask why they are fighting so hard and spending millions to ensure their continued wasteful, destructive ways.  
2 of 2 people found the following review helpful. a must read!  
By redrose73  
This book is a must read for anyone who wants to learn how to run a more efficient business, reduce waste and increase profits. It walks you through on the ground examples of companies that were successful at this -- and companies that were not. However, the book is more than a "how to guide" - it is an engaging story of the politics behind climate change.

Holds critical information that is needed by anyone who wants to understand how to make money from 'green' technology and how to avoid investments that will soon suffer from hidden carbon liabilities. Readers will learn to decode a crucial component of this new economic driver - carbon credits, the world's first common currency.

"In *Cracking the Carbon Code*, my friend Terry Tamminen provides us with a compelling playbook of how to restore our economic vitality and preserve our environment for generations to come. Businesses can save money and grow markets by reducing their carbon footprints. Governments can create public-private partnerships to invest in low carbon technologies, making schools, public facilities, and fleets into leaders of green building and transportation designs. Together, we can compete with each other to see which company, state, or nation can slash its carbon the most -- on the path to reducing greenhouse gases at least 80% by 2050 -- not waiting to see who goes first, but racing to the head of the pack."  
-- Arnold Schwarzenegger, Governor of California, 2010, from the Foreword  
"A healthy environment and strong economy are two sides of the same coin as Terry Tamminen proves in *Cracking the Carbon Code*. If companies follow his advice, they and their workers will prosper and build a safer, more sustainable planet for all living creatures to share."  
-- Robert F. Kennedy, Jr., Waterkeeper Alliance