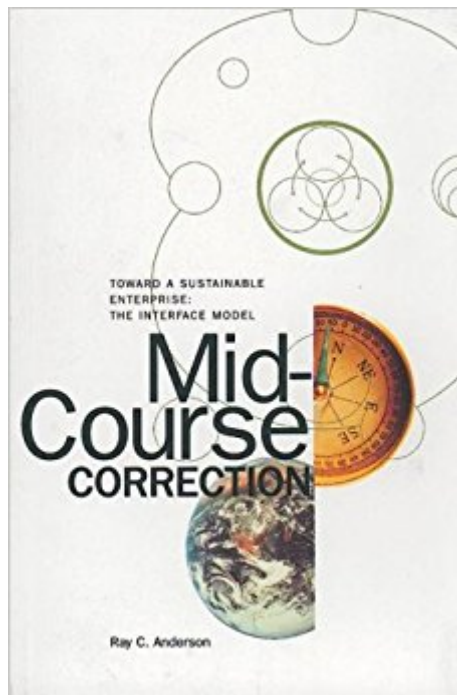


The book was found

# Mid-Course Correction: Toward A Sustainable Enterprise: The Interface Model



## Synopsis

Of value to business people, environmentalists, and educators alike, *Mid-Course Correction* is a business book about the environment that's written from a personal perspective. With passion and pride, Ray Anderson, Founder, Chairman and CEO of one of the world's largest interior furnishings companies, recounts his awakening to the importance of environmental issues and outlines the steps his petroleum-dependent company, Atlanta-based Interface, Inc., is taking in its quest to become a sustainable enterprise -- one that will never have to take another drop of oil from the Earth. Thought-provoking and thoughtful, Anderson's story is told from the heart.

## Book Information

Paperback: 204 pages

Publisher: Peregrinzilla Press (February 1999)

Language: English

ISBN-10: 0964595354

ISBN-13: 978-0964595354

Product Dimensions: 5.5 x 0.8 x 8.5 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (15 customer reviews)

Best Sellers Rank: #525,223 in Books (See Top 100 in Books) #153 in [Books > Business & Money > Processes & Infrastructure > Green Business](#) #418 in [Books > Business & Money > Economics > Sustainable Development](#) #1179 in [Books > Business & Money > Economics > Environmental Economics](#)

## Customer Reviews

This book deserves more than five stars. Mr. Anderson has taken an important step forward in leading Interface Corporation towards becoming ecologically neutral. By that phrase, ecologically neutral, I mean taking nothing from and adding nothing to the environment. This concept has become a popular one in Europe beginning in Sweden, in the form of The Natural Step, but has been much more slowly adopted in the United States. Those who are interested in understanding the processes by which a company can pursue improved environmental performance will find many helpful examples in *Mid-Course Correction*. What if you don't care about your company's impact on the environment? Mr. Anderson makes a powerful argument based on his experiences at Interface that you should. First, it is much cheaper to produce goods and services if you use less materials and waste less. This means higher profits. Do you care about profits? Second, the pursuit of

sustainability attracts many new customers and better supplier relationships. That also means higher profits. Third, people feel better about themselves. Do you like to feel better about yourself? Fourth, perhaps you should rethink your position about the environment. Even if we have enough for now, if we waste it, we are robbing our own descendants at some point of a good quality life. Mr. Anderson describes many cases of where despoilage of nature from overuse has been very expensive and undesirable by anyone's standard. He also cites many of the leading books on the benefits of an ecologically sustainable business world. In fact, this movement will become a disruptive technology by making those who waste unable to compete with those who do not. Think about it. To me, the value in the book is in Mr.

[Download to continue reading...](#)

Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model Sentence Correction  
GMAT Strategy Guide, 5th Edition (Manhattan GMAT Preparation Guide: Sentence Correction)  
Insider Secrets From A Model Agent: How To Become A Successful Model (Modeling, Modelling,  
Model Agency) Living the Locavore Lifestyle: Hunting, Fishing, Gathering Wild Fruit and Nuts,  
Growing a Garden, and Raising Chickens toward a More Sustainable and Healthy Way of Living  
Environmental Science: Toward a Sustainable Future (12th Edition) Environmental Science: Toward  
a Sustainable Future (11th Edition) Environmental Science: Toward A Sustainable Future (13th  
Edition) Toward Sustainable Communities: Solutions for Citizens and Their Governments Python:  
Python Programming Course: Learn the Crash Course to Learning the Basics of Python (Python  
Programming, Python Programming Course, Python Beginners Course) Practical Theology and the  
One Body of Christ: Toward a Missional-Ecumenical Model (Studies in Practical Theology)  
Re-engineering for Sustainable Industrial Production: Proceedings of the OE/IFIP/IEEE International  
Conference on Integrated and Sustainable ... in Information and Communication Technology)  
Enterprise Java Developer's Guide with CDROM (McGraw Hill Enterprise Computing) Collaborative  
Enterprise Architecture: Enriching EA with Lean, Agile, and Enterprise 2.0 practices Enterprise  
Model Patterns: Describing the World (UML Version) America's Next Top Model: Fierce Guide to  
Life: The Ultimate Source of Beauty, Fashion, and Model Behavior Make This Life-Size Model  
Skeleton (Cut-Out Model Series) Johns Hopkins Nursing Evidence Based Practice Model and  
Guidelines (Second Edition) (Dearholt, John Hopkins Nursing Evidence-Based Practice Model and  
Guidelines (previous) The Bigger Book of John Deere: The Complete Model-by-Model Encyclopedia  
Plus Classic Toys, Brochures, and Collectibles The Complete Harley Davidson: A Model-by-Model  
History of the American Motorcycle LeSutra Model Beach Volleyball Team Runways lookbook 2016  
- 02 (LeSutra Model Beach Volleyball Lookbook 2016)

