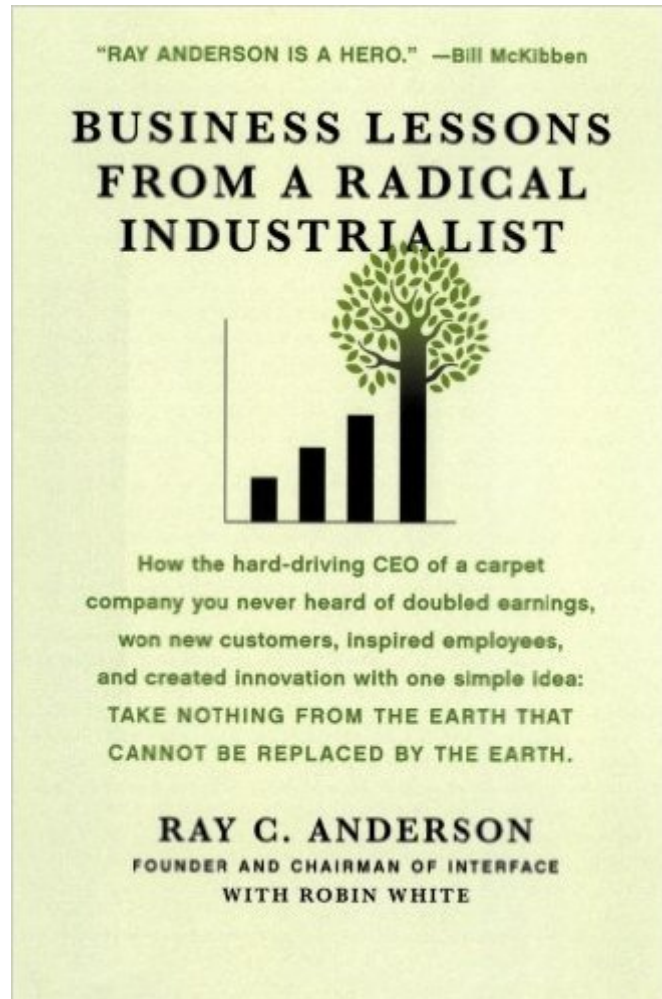


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Business Lessons From A Radical Industrialist



Synopsis

In 1994, Ray Anderson was 60 years old and at the top of his game as founder and CEO of Atlanta-based Interface, Inc., a modular carpet company that makes those clever carpet tiles that you may have underfoot in your office or coveted via the company's residential brand, FLOR. That was 17 years ago - before 'green' was the compelling business imperative that it is today (for reference, oil was then \$18/bbl), and frankly, the environment was nowhere on Ray's radar. An Interface associate asked Ray to give a speech to a task force that was forming to answer customer concerns about environmental impacts, and though he had not a clue what he would say, he accepted. As the date for the speech grew closer, he began to sweat -- and then Paul Hawken's book, *The Ecology of Commerce*, landed on his desk. The rest is green business history -- Ray read the book (he's called it a 'spear in the chest' epiphany), his outlook was radically transformed, and he gave a speech that would put the petroleum-dependent carpet company on a path to zero environmental footprint. What's happened in the intervening years has made Interface the poster child for green business, and Ray's become a bit of an eco rock star. He ditched his gas-guzzling Jaguar in favor of a Prius, built an off-the-grid home, and today, at 76, his life is radically different than what he would have imagined for himself at age 60. This is his story.

Book Information

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Customer Reviews

If only the world had more Ray Andersons. The fact that he turned a company reliant on the use of petrochemicals for the production of its core product into one with sustainability as its core ideology

and was able to improve his profits is outstanding. Any and every company can learn something from this book.

This is more than an excellent book. I have read both Anderson's books, including the Chinese translation of *Business Lessons from a Radical Industrialist*. It is gratifying to witness the translation of the book into Chinese as it deserves to be read by all those who have an interest to know how business should be run in this big country. I have been so impressed by what Ray and his company have achieved that I have the strong urge to write a book about it myself. I will use liberally the materials from all his publications and will present them in a way that would be easier for the general public, especially those from the business community, to read and understand. I will also add a few chapters on how Ray's company, Interface, has inspired other companies to follow their example, notably Walmart. This demonstrates the Power of One, ie. how one individual, one company could make a major, disproportionate impact on the world. It will be some time before my book will appear. In the meantime, I strongly recommend this book by Ray to anyone who wants to have a glimpse of what the corporations of the 21st century could become.

Anderson should receive a national honor for showing how a dirty, oil based manufacturer of carpet tiles could completely transform his billion-dollar company for a major polluter and climate destroyer into a far more profitable green company.

I had this shipped to school for my spring semester and though it took longer than estimated to get to me, I was pleasantly surprised when on the box it said "Hand made box, we recycle! Good luck this semester!" woah wasn't expecting that. The book was in great quality like the description said. This has been my best experience so far!

wonderful set of mini success stories amidst Interfaces' great transformation. Examples ranging from metrics to HR strats, partnerships, and more.

This is an excellent book for anyone who wants to believe there is hope for cleaning up the mess we've made of our planet. Not only can we be successful in business, we can do it in a sustainable way, leaving a better planet for future generations. I am extremely grateful for the lessons Ray learned and taught others along the way. His message gives strong evidence that any and every business can be excellent stewards of the environment.

Good read.

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