

## The Upcycle Beyond Sustainability Designing For Abundance Ebook William McDonough

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The Upcycle is the eagerly awaited follow-up to Cradle to Cradle, one of the most consequential ecological manifestoes of our time. Now, drawing on the green living lessons gained from 10 years of putting the Cradle to Cradle concept into practice with businesses, governments, and ordinary people, William McDonough and Michael Braungart envision the next step in the solution to our ecological crisis: We don't just use or reuse and recycle resources with greater effectiveness, we actually ...

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In his new book, *The Upcycle: Beyond Sustainability* — Designing for Abundance (North Point Press), he says there are now ways to make buildings capture more solar power than they use so the surplus goes into the grid or to make water coming out of factories cleaner than when it arrived. ' I ' m most optimistic on the business side, because business is fast, " he says.

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In *The Upcycle: Beyond Sustainability-Designing for Abundance* , the author ' s argue that companies can solve all of our environmental woes through better design of their products. The book somewhat builds upon their earlier publication *Cradle to Cradle* , though it ' s more a reiteration of the same principles presented in this earlier work.

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We are trying. We have embarked on the work of being renewable or pursuing only clean production or fully healthful products, but we have more work to do. " We hope [our book, *The Upcycle: Beyond Sustainability—Designing for Abundance*], if nothing else, will inspire you to start and will cheer you on. We believe in constant improvement.

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The Upcycle: Beyond Sustainability - Designing for Abundance (2013) By William McDonough and Michael Braungart The True Cost Documentary The Total Beauty of Sustainable Products (Datschefski, 2001)

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The Upcycle: Beyond Sustainability—Designing for Abundance. The Upcycle. : William McDonough, Michael Braungart. Farrar, Straus and Giroux. Apr. 16, 2013 - Nature - 256 pages. 1 Review. From the...

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The Upcycle: Beyond Sustainability – Designing for Abundance by William McDonough and Michael Braungart North Point Press © 2013 256 pages. Focus Take-Aways. Leadership & Management Strategy Sales & Marketing Finance Human Resources IT, Production & Logistics Career & Self-Development Small Business Economics & Politics Industries Global Business Concepts & Trends.

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On April 17th the Stanford University Libraries held a special talk by architect, designer, and sustainable growth pioneer, William McDonough, co-author, with Michael Braungart, of the exciting new book: *The Upcycle: Beyond Sustainability—Designing for Abundance*. We are pleased to be able to share the video of the event.

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The Upcycle: Beyond Sustainability - Designing for Abundance: By: ... For McDonough and Braungart, the questions of resource scarcity and sustainability are questions of design. And they are practical-minded visionaries: They envision beneficial designs of products, buildings, and business practices - and they show us these ideas being put to ...

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