

ANDREW WINS ION

GREEN RECOVERY

GET LEAN, GET SMART, AND
EMERGE FROM THE DOWNTURN ON TOP

HOMSCHLAE
LIECH LNSTBN

HARVARD BUSINESS PRESS
BOSTON, MASSACHUSETTS





Contents

Author's Note vii

Introduction: Green Recovery 1

Chapter 1: The Green Wave in Tight Times

The green pressures ihsl continue to evolve
and the unique forces brewing today

Chapter 2: Get Lean

£5

Efficiency for survival **and short-term profit**
when *cash* is tight

Contents

Chapter 3: Get Smart :\$\$

Knowing your business better and
where ID took for savings and innovation
oppDrt unities

Chapter*; Get Creative £07

Disruptive, heretical green i n nova [ion —gelling to the
Mure first

Chapter 5: Get IYour People! Engaged 141

a green lens to keep your best
the worst of times

Conclusion: Survival, Relevance,
and Advantage

Acknowledgments 179

Index 135

About tha Author 193