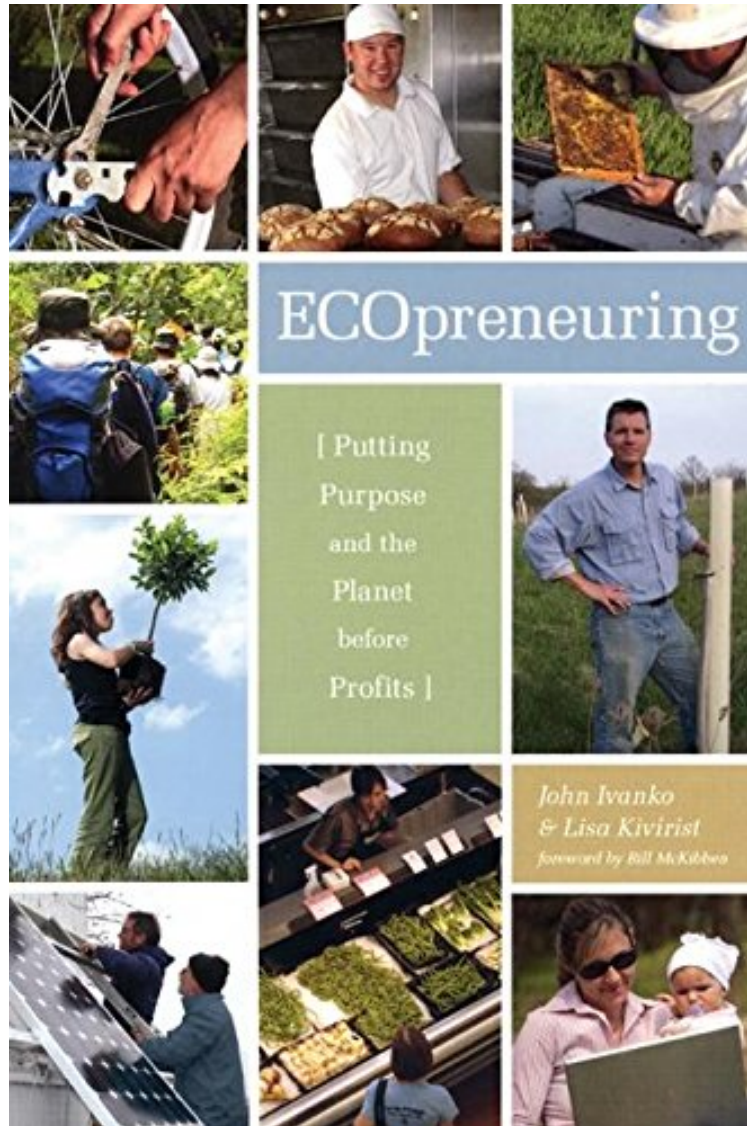


Ecopreneuring: Putting Purpose and the Planet Before Profits

John D. Ivanko, John Ivanko, Lisa Kivirist
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are fed up with the "rat race" of mainstream American capitalism, and you are looking for or are interested in finding an alternate way of life that will bring you to richness by heart and soul, and deep green practices and principles, rather than deep green pockets, you should read this book. A most wonderful contribution for the better of social, and ecological justice on earth. 0 of 0 people found the following review helpful. A Must Read for those interested in developing an ecologically sustainable business. By Edmund C. Packed with a trove of valuable information! A Must Read for those interested in developing an ecologically sustainable business. Great references. 2 of 2 people found the following review helpful. practical guide to help you realize your dream. By True Friend. I lost this book, someone took it from my car along with the bag. I was only hoping they don't throw it away and read it instead, or give it to who need it. I have recommended the book to many friends who are interested in start their own business. Glad I met the authors in 2009! Eye opening book and there are many unbiased thoughts and advice that I feel I either agree or I can use the knowledge and inspiration to come up with new ideas. I hope to see more books like this in this area.

Ivanko and Kivirist - innkeepers, authors, and wearers of many other hats - truly walk the green talk, detailing the nitty-gritty of running a green business. - Library Journal I'm not even sure I'd call this a "business book." ECOpreneuring contains plenty of advice on starting a small, eco-conscious business, but the authors focus primarily on how entrepreneurial efforts can incorporate values and priorities beyond the bottom line. Lifestyle choices trump profit motives, but neither have to be sacrificed in order to create meaning and income. This kind of positive thinking is repeated again and again throughout the book. In addition to sharing their own success, and the stories of others, ECOpreneuring is filled with practical information about starting and running a small green business. A potential ecopreneur will discover ideas on everything from bookkeeping to marketing, and the authors point to numerous other resources that will help you set up your company, and run your business without running afoul of tax codes, licensing agencies, or litigious competitors. I really enjoyed this thoughtful, well-written book - a business book that's inspiring and practical is hard to come by. ECOpreneuring lays out a blueprint for making health, happiness and abundance an integral part of the work we do. Reviewed by Jeff McIntire-Strasburg, Sustainablog Powerful social trends toward green living, relocation, and self-sufficiency have fanned the fires of would-be ecopreneurs in North America, driving a shift toward prioritizing purpose over profits, and building community over building market share. A nation of nine-to-fivers is giving way to a spirited bunch of innovators, searching for ways to make a life instead of simply making a living. This accessible and inspiring guide includes profiles of successful ecopreneurs and provides an in-depth exploration of: Eco-business basics Purposeful management Marketing in the green economy Running a lifestyle business Ecopreneuring shows how we can earn our daily bread on a local or regional level while saving money, strengthening the economy, and helping restore the planet to ecological health and social stability. Part small business manifesto, part personal finance primer, Ecopreneuring is essential reading for small business owners, prospective entrepreneurs, and anyone who dreams of a livelihood based on independence, creativity, passion, and a commitment to green practices and sustainability. John Ivanko and Lisa Kivirist are innkeepers of the award-winning Inn Serendipity Bed Breakfast, which is powered by renewable energy. This husband-and-wife duo are national speakers, organic growers, marketing consultants, and authors, whose books include Rural Renaissance and Edible Earth and a number of Global Fund for Children multicultural books.

null (2008-04-15) Powerful social trends towards green living, relocation and self-sufficiency have fanned the fires of would-be ecopreneurs in North America, driving a shift towards prioritizing purpose over profits, and building community over building market share. A nation of 9 to 5-ers is giving way to a spirited bunch of innovators, searching for ways to make a life instead of simply making a living. This accessible and inspiring guide includes profiles of successful ecopreneurs and provides an in-depth exploration of: Eco-Business basics Purposeful management Marketing in the green economy Running a lifestyle business. ECOpreneuring shows how we can earn our daily bread on a local or regional level while saving money, strengthening the economy and helping restore the planet to ecological health and social stability. Part small business manifesto, part personal finance primer, ECOpreneuring is essential reading for small business owners, prospective entrepreneurs, and anyone who dreams of a livelihood based on independence, creativity, passion and a commitment to green practices and sustainability. (2007-11-28) About the Author John Ivanko and Lisa Kivirist are innkeepers of the award-winning Inn Serendipity Bed Breakfast, which is powered by renewable energy. This husband-and-wife duo are national speakers, organic growers, marketing consultants and authors, whose books include Rural Renaissance and Edible Earth and a number of Global Fund for Children multicultural books. John Ivanko and Lisa Kivirist are innkeepers of the award-winning Inn Serendipity Bed Breakfast, which is powered by renewable energy. This husband-and-wife duo are national speakers, organic growers, marketing consultants and authors, whose books include Rural Renaissance and Edible Earth and a number of Global Fund for Children multicultural books.