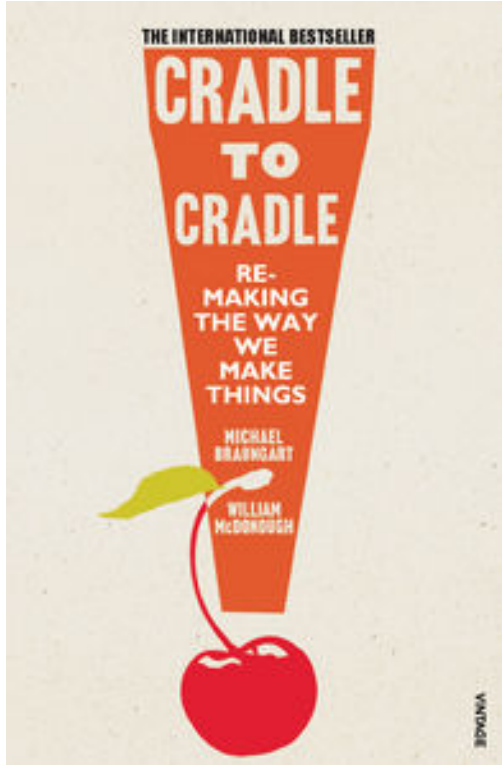


Download Online Boek Nederlands Cradle To Cradle - Michael Braungart & William McDonough



Download online boek Nederlands Cradle to Cradle Michael Braungart & William McDonough , Recycling is good, isn't it?

In this visionary book, chemist Michael Braungart and architect William McDonough challenge this status quo and put forward a manifesto for an intriguing and radically different philosophy of environmentalism.

"Reduce, reuse, recycle". This is the standard "cradle to grave" manufacturing model dating back to the Industrial Revolution that we still follow today. In this thought-provoking read, the authors propose that instead of minimising waste, we should be striving to create value. This is the essence of Cradle to Cradle: waste need not to exist at all. By providing a framework of redesign of everything from carpets to corporate campuses, McDonough and Braungart make a revolutionary yet viable case for change and for remaking the way we make things.

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