



# Cradle to Cradle: Remaking the Way We Make Things

By Michael Braungart, William McDonough

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**Cradle to Cradle: Remaking the Way We Make Things** By Michael Braungart, William McDonough

**A manifesto for a radically different philosophy and practice of manufacture and environmentalism**

"Reduce, reuse, recycle" urge environmentalists; in other words, do more with less in order to minimize damage. But as this provocative, visionary book argues, this approach perpetuates a one-way, "cradle to grave" manufacturing model that dates to the Industrial Revolution and casts off as much as 90 percent of the materials it uses as waste, much of it toxic. Why not challenge the notion that human industry must inevitably damage the natural world?

In fact, why not take nature itself as our model? A tree produces thousands of blossoms in order to create another tree, yet we do not consider its abundance wasteful but safe, beautiful, and highly effective; hence, "waste equals food" is the first principle the book sets forth. Products might be designed so that, after their useful life, they provide nourishment for something new-either as "biological nutrients" that safely re-enter the environment or as "technical nutrients" that circulate within closed-loop industrial cycles, without being "downcycled" into low-grade uses (as most "recyclables" now are).

Elaborating their principles from experience (re)designing everything from carpeting to corporate campuses, William McDonough and Michael Braungart make an exciting and viable case for change.

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### Editorial Review

#### Amazon.com Review

Paper or plastic? Neither, say William McDonough and Michael Braungart. Why settle for the least harmful alternative when we could have something that is better--say, *edible* grocery bags! In *Cradle to Cradle*, the authors present a manifesto calling for a new industrial revolution, one that would render both traditional manufacturing and traditional environmentalism obsolete. Recycling, for instance, is actually "downcycling," creating hybrids of biological and technical "nutrients" which are then unrecoverable and unusable. The authors, an architect and a chemist, want to eliminate the concept of waste altogether, while preserving commerce and allowing for human nature. They offer several compelling examples of corporations that are not just doing less harm--they're actually doing some good for the environment and their neighborhoods, and making more money in the process. *Cradle to Cradle* is a refreshing change from the intractable environmental conflicts that dominate headlines. It's a handbook for 21st-century innovation and should be required reading for business hotshots and environmental activists. --*Therese Littleton*

#### From Publishers Weekly

Environmentalists are normally the last people to be called shortsighted, yet that's essentially what architect McDonough and chemist Braungart contend in this clarion call for a new kind of ecological consciousness. The authors are partners in an industrial design firm that devises environmentally sound buildings, equipment and products. They argue that conventional, expensive eco-efficiency measures things like recycling or emissions reduction are inadequate for protecting the long-term health of the planet. Our industrial products are simply not designed with environmental safety in mind; there's no way to reclaim the natural resources they use or fully prevent ecosystem damage, and mitigating the damage is at best a stop-gap measure. What the authors propose in this clear, accessible manifesto is a new approach they've dubbed "eco-effectiveness": designing from the ground up for both eco-safety and cost efficiency. They cite examples from their own work, like rooftops covered with soil and plants that serve as natural insulation; nontoxic dyes and fabrics; their current overhaul of Ford's legendary River Rouge factory; and the book itself, which will be printed on a synthetic "paper" that doesn't use trees. Because profitability is a requirement of the designs, the thinking goes, they appeal to business owners and obviate the need for regulatory apparatus. These shimmery visions can sound too good to be true, and the book is sometimes frustratingly short on specifics, particularly when it comes to questions of public policy and the political interests that might oppose widespread implementation of these designs. Still, the authors' original concepts are an inspiring reminder that humans are capable of much more elegant environmental solutions than the ones we've settled for in the last half-century.

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#### From Scientific American

McDonough and Braungart (an architect and a chemist) are partners in a firm that creates ecologically intelligent designs for corporations. They argue for a shift from the cradle-to-grave model of manufacturing, in which most of the materials that go into making products end up as waste. They champion a cradle-to-cradle model, in which the materials are "circulated infinitely in industrial cycles ... without loss of quality or damage to our environment or ourselves."

*Editors of Scientific American*

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#### **Tim Simmons:**

The particular book Cradle to Cradle: Remaking the Way We Make Things will bring someone to the new experience of reading any book. The author style to elucidate the idea is very unique. In case you try to find new book to study, this book very acceptable to you. The book Cradle to Cradle: Remaking the Way We Make Things is much recommended to you to read. You can also get the e-book from your official web site, so you can more readily to read the book.

#### **Susan Burroughs:**

A lot of people always spent all their free time to vacation or even go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, or playing video games all day long. If you need to try to find a new activity here is look different you can read the book. It is really fun for you personally. If you enjoy the book that you read you can spent the whole day to reading a guide. The book Cradle to Cradle: Remaking the Way We Make Things it is quite good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. In case you did not have enough space to create this book you can buy the e-book. You can more easily to read this book through your smart phone. The price is not to fund but this book features high quality.

#### **Roberta Granger:**

People live in this new morning of lifestyle always try and and must have the free time or they will get wide range of stress from both day to day life and work. So , if we ask do people have spare time, we will say absolutely indeed. People is human not just a robot. Then we request again, what kind of activity are you experiencing when the spare time coming to anyone of course your answer will unlimited right. Then do you ever try this one, reading publications. It can be your alternative with spending your spare time, the actual book you have read is Cradle to Cradle: Remaking the Way We Make Things.

#### **Bruce Smith:**

Playing with family within a park, coming to see the water world or hanging out with friends is thing that usually you could have done when you have spare time, and then why you don't try matter that really opposite from that. One particular activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Cradle to Cradle: Remaking the Way We Make Things, you could enjoy both. It is great combination right, you still desire to miss it? What kind of hang-out type is it? Oh occur its mind hangout people. What? Still don't understand it, oh come on its called reading friends.

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