



Revolution in a Bottle: How Terracycle Is Eliminating the Idea of Waste

By Tom Szaky

Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Revolution in a Bottle: How Terracycle Is Eliminating the Idea of Waste, Tom Szaky, Tom Szaky dropped out of Princeton a decade ago to found TerraCycle, a company that makes useful stuff out of garbage. TerraCycle is now at the forefront of the eco-capitalist movement, creating new products using materials that most people throw away - from worm poop fertilizer and gardening supplies to juice pouch tote bags and pencil cases. Of course, eco-capitalism isn't a new idea, and many companies brag about being environmentally-friendly. But no one does it as effectively as TerraCycle. Szaky and his colleagues figured out how to sell a useful, organic, safe product without charging a premium for it. Their big insight was finding value in things that others throw away, from the triggers on spray-bottles to misprinted cardboard boxes. Now they're also reusing garbage to create new products, from bird feeders to tote bags, and even engaging major companies like Kraft and General Mills to sponsor their waste streams. Szaky shows how any business can look at garbage with a fresh eye, and reap the benefits. "Revolution in a Bottle" is a rollicking tale of...



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