



Trash to Cash: How Businesses Can Save Money and Increase Profits (New Directions in Anthropology; 1)

Fran Berman

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If your company wants to save money currently spent on waste hauling, disposal, and clean-up costs, while protecting the environment, this is the book for you. Let Trash to Cash serve as your implementation guide to an effective, on-going corporate paper recycling and waste reduction program.

Berman addresses the major issues and realities surrounding paper consumption and recycling. This prescriptive guide can show you how to achieve a financially successful program for your company. Fully illustrated, Trash to Cash contains practical and insightful case studies that demonstrate how successful programs have been created and kept alive at AT&T, McDonald's, Merrill Lynch and other role-model corporations. Learn how to be on target environmentally while saving your company thousands, even millions of dollars.

Discover how a minor change to a paper bag saved McDonald's \$2.6 million in 1994. See how Giordano Paper Recycling Corporation saved a company \$50/ton in waste hauling fees and earn an \$80/ton recycling payment instead.

We are in a crisis situation. Statistical evidence is everywhere and the message is loud and clear. Paper consumption, landfills, deforestation, lumber production, and population growth rates all have an impact. This book identifies specific techniques that work and shows how any large or medium sized organization can overcome obstacles to curbing consumption and to recycling. The detailed case examples demonstrate how various companies have overcome their crises and "closed the loop" by buying recycled products.

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