# GREEN SEDUCTION

MONEY, BUSINESS, AND THE ENVIRONMENT

## **BILL STREEVER**

UNIVERSITY PRESS OF MISSISSIPPI / JACKSON

### **CONTENTS**

CHAPTER ONE

#### A HALF SUCCESS

[3]

CHAPTER TWO

#### BUILDING NATURE, INC.

[ 14 ]

CHAPTER THREE

#### STOP AND THINK

[ 35 ]

CHAPTER FOUR

#### **BIG MUDDY GUMBO**

[61]

CHAPTER FIVE

#### THE SHADOW OF MOUNT OIL

[91]

#### CHAPTER SIX

#### WASTE NOT, PROFIT NOT

[ 118 ]

CHAPTER SEVEN

#### BREATHING CLEAN AIR

[ 141 ]

CHAPTER EIGHT

#### **GREEN CARPET**

[ 169 ]

CHAPTER NINE

#### THE REBUTTABLE PRESUMPTION

[ 190 ]

INDEX [ 205 ]