



Force of Nature: The Unlikely Story of Wal-Mart's Green Revolution

Edward Humes

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What happens when a renowned river guide teams up with the CEO of one of the largest--and least Earth-friendly--corporations in the world? Nothing less than a green business revolution reveals Pulitzer Prize-winning journalist and bestselling author Edward Humes in his arresting new book, **FORCE OF NATURE: The Unlikely Story of Wal-Mart's Green Revolution**. Humes, author of **ECO BARONS**, tells the inside story of the little-known and unlikely partnership between former Wal-Mart CEO H. Lee Scott and white water expert-turned Blu Skye sustainability consultant Jib Ellison, and their struggle to redefine what it means to be green in the world of big business. Their efforts transformed a small project initially intended to insulate Wal-Mart from environmental criticism into a massive sustainability makeover, which now has snowballed beyond the retailer to influence whole industries, from apparel to dairy to banking. Now their fresh take on sustainability is empowering a virtual second industrial revolution based on a simple truth: that the clean, green, efficient, less-wasteful, less polluting way of doing business can also be the most profitable way of doing business.

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