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The Upcycle Beyond Sustainability Designing

The Upcycle: Beyond Sustainability—Designing for Abundance is the eagerly awaited follow-up to Cradle to Cradle: Remaking the Way We Make Things, the 2002 book that is widely acknowledged as a seminal text of the sustainability movement.

The Upcycle: Beyond Sustainability—Designing for Abundance ...

In The Upcycle: Beyond Sustainability-Designing for Abundance , the author's argue that companies

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can solve all of our environmental woes through better design of their products. The book somewhat builds upon their earlier publication Cradle to Cradle , though it's more a reiteration of the same principles presented in this earlier work.

The Upcycle: Beyond Sustainability--Designing for ...

The Upcycle: Beyond Sustainability--Designing for Abundance: McDonough, William, Braungart, Michael, Clinton, Bill: 9780865477483: Books - Amazon.ca

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Excerpted from THE UPCYCLE: BEYOND SUSTAINABILITY—DESIGNING FOR ABUNDANCE by William McDonough and Michael Braungart, published in April 2013 by North Point Press, a division of Farrar, Straus and Giroux.

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William McDonough & Michael Braungart's newest book, The Upcycle: Beyond Sustainability — Designing for Abundance, is an updated version of their manifesto Cradle to Cradle, published over a decade ago. The Upcycle goes one step beyond the theory behind Cradle to Cradle: Rather than continuously reusing materials in a closed-loop system as proposed in the first book, The Upcycle suggests ...

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In the thought provoking book, The Upcycle: Beyond Sustainability — Designing for Abundance, authors William McDonough and Michael Braungart propose that if we wish to become truly sustainable, we need to completely rethink the way we design materials, and that we should look to nature for inspiration on how to accomplish this. In natural systems, nothing is wasted.

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