

Greenwash: Big Brands and Carbon Scams | 2012 | Black Incorporated, 2012 | Guy Pearse | 9781863955751

Big brand greenwashing exposed in new book. Phil Shannon. February 10, 2013. Greened-up accounting, legal and consultancy firms also play a crucial role in floating, financing and defending the world's biggest carbon polluters amongst their fossil fuel clients. Green minimalism plunges to its depths with "Earth Hour" killing their office lights for one hour on one Saturday night a year is the cheap entry price to this green charade for Earth Hour's 20,000 business sponsors. These include heavy carbon polluters such as mining companies, coal-fired power generators, car-makers and steel-makers. And the result for the atmosphere? The equivalent of pausing global coal production for one hour.

GREENWASH: Big Brands and Carbon Scams. GUY PEARSE. Black Inc., 2012, 264 pages, \$29.99 (pb). Review by Phil Shannon. <http://www.greenleft.org.au/node/53294>. Greened-up accounting, legal and consultancy firms also play a crucial role in floating, financing and defending the world's biggest carbon polluters amongst their fossil fuel clients. Green minimalism plunges to its depths with "Earth Hour" killing their office lights for one hour on one Saturday night a year is the cheap entry price to this green charade for Earth Hour's 20,000 business sponsors including such heavy carbon polluters as mining companies, coal-fired power-generators, car-makers and steel-makers.

Greenwash: Big Brands and Carbon Scams. By Guy Pearse. Start your free 30 days. But are big brands and the celebrities endorsing them really as green as they claim? In Greenwash, in the tradition of Fast Food Nation and No Logo, Guy Pearse looks behind the corporate facade and what he finds will startle you. Nothing is sacred and no one is safe from scrutiny in this exposé of carbon scams: not the Prius or the Nissan LEAF, not the World Wildlife Fund or Earth Hour, not Oprah or Leonardo DiCaprio. For consumers trying to shop the planet green, Greenwash is a wake-up call. It's also an entertaining and practical book that helps consumers to pick the truly green businesses Greenwash book. Read 5 reviews from the world's largest community for readers. Going green is the new black for big business. But how real is the climate? Goodreads helps you keep track of books you want to read. Start by marking "Greenwash: Big Brands and Carbon Scams" as Want to Read: Want to Read saving | Want to Read. Currently Reading. Read.

Greenwash: Big Brands by Guy Pearse. Other editions. Guy Pearse. Greenwash: Big Brands and Carbon Scams. Melbourne, Australia: Black, Inc., 2012. 282 pp. \$29.99 (paperback). A central one according to Guy Pearse whose 2012 book, Greenwash: Big Brands and Carbon Scams, exposes the spin, scams, and marketing plans by which multinational companies convince consumers that their products are fighting the good fight against carbon emissions. Pearse has spent some years collecting adverts and comparing industry claims to carbon neutrality against measures of environmental performances. The results of these endeavors will be of little surprise to readers of the Journal of Macromarketing: companies' production, investment, and growth figures rarely tally with the pr