



Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World

Diane McEachern

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Read Diane McEachern's posts on the Penguin Blog.

Protecting our environment is one of the biggest issues facing our planet today. But how do we solve a problem that can seem overwhelming-even hopeless? As Diane MacEachern argues in *Big Green Purse*, the best way to fight the industries that pollute the planet, thereby changing the marketplace forever, is to mobilize the most powerful consumer force in the world-women.

MacEachern's message is simple but revolutionary. If women harness the "power of their purse" and intentionally shift their spending money to commodities that have the greatest environmental benefit, they can create a cleaner, greener world. Spirited and informative, this book:

- targets twenty commodities-cars, cosmetics, coffee, food, paper products, appliances, cleansers, and more-where women's dollars can make a dramatic difference;
- provides easy-to-follow guidelines and lists so women can choose the greenest option regardless of what they're buying, along with recommended companies they should support;
- encourages women to spend wisely by explaining what's worth the premium price some green products cost, what's not, and when they shouldn't spend money at all; and
- differentiates between products that are actually "green" and those that are simply marketed as "ecofriendly."

Whether readers want to start with small changes or are ready to devote the majority of their budget to green products, MacEachern offers concrete and immediate ways that women can take action and make a difference. Empowering and enlightening, *Big Green Purse* will become the "green shopping bible" for women everywhere who are asking, "What can I do?"

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From reader reviews:

Charles Barton:

A lot of people always spent all their free time to vacation as well as go to the outside with them household or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you want to try to find a new activity that's look different you can read a new book. It is really fun in your case. If you enjoy the book that you read you can spent 24 hours a day to reading a reserve. The book Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World it is extremely good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. Should you did not have enough space to bring this book you can buy the e-book. You can m0ore simply to read this book through your smart phone. The price is not to cover but this book offers high quality.

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there. Yeah, it is for being complicated. Book is very important in your case. As we know that on this time, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. Therefore , this Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World can make you experience more interested to read.

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