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New book by Jerry Yudelson - REINVENTING GREEN BUILDING



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Links

Reinventing Green Building

Reinventing Green Building is a unique insider's critique of why certified green buildings are failing to provide large-scale carbon reduction. It is a potent vision for the future that the green building industry needs now.

Yudelson's solutions feature a powerful data-driven strategy that leverages the latest cloud-based technologies in order to cut certification costs 90% or more and by doing so, to rapidly expand marketplace uptake to 50% of all buildings by 2025.

Jerry Yudelson is author of 13 Green Building Books. He has authored titles on green buildings, water conservation, green homes, green marketing and sustainable development.

Click here to learn more www.reinventinggreenbuilding.com