

Contents

Introduction	3
This Book Is Not a Tree	
Chapter One	17
A Question of Design	
Chapter Two	45
Why Being “Less Bad” Is No Good	
Chapter Three	68
Eco-Effectiveness	
Chapter Four	92
Waste Equals Food	
Chapter Five	118
Respect Diversity	
Chapter Six	157
Putting Eco-Effectiveness into Practice	
Notes	187
Acknowledgments	193