



# Ecopreneuring: Putting Purpose and the Planet Before Profits

*John D. Ivanka, Lisa Kivirist*

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Ivanko and Kivirist - innkeepers, authors, and wearers of many other hats - truly walk the green talk, detailing the nitty-gritty of running a green business. - Library Journal

I'm not even sure I'd call this a "business book." *ECOprenneuring* contains plenty of advice on starting a small, eco-conscious business, but the authors focus primarily on how entrepreneurial efforts can incorporate values and priorities beyond the bottom line. Lifestyle choices trump profit motives, but neither have to be sacrificed in order to create meaning and income.

This kind of positive thinking is repeated again and again throughout the book. In addition to sharing their own success, and the stories of others, *ECOprenneuring* is filled with practical information about starting and running a small green business. A potential ecopreneur will discover ideas on everything from bookkeeping to marketing, and the authors point to numerous other resources that will help you set up your company, and run your business without running afoul of tax codes, licensing agencies, or litigious competitors.

I really enjoyed this thoughtful, well-written book - a business book that's inspiring and practical is hard to come by. *ECOprenneuring* lays out a blueprint for making health, happiness and abundance an integral part of the work we do.

**Reviewed by Jeff McIntire-Strasburg, *Sustainablog***

Powerful social trends toward green living, relocalization, and self-sufficiency have fanned the fires of would-be ecopreneurs in North America, driving a shift toward prioritizing purpose over profits, and building community over building market share. A nation of nine-to-fivers is giving way to a spirited bunch of innovators, searching for ways to make a life instead of simply making a living.

This accessible and inspiring guide includes profiles of successful ecopreneurs and provides an in-depth exploration of:

- Eco-business basics
- Purposeful management
- Marketing in the green economy
- Running a lifestyle business

*Ecopreneuring* shows how we can earn our daily bread on a local or regional level while saving money, strengthening the economy, and helping restore the planet to ecological health and social stability.

Part small business manifesto, part personal finance primer, *Ecopreneuring* is essential reading for small business owners, prospective entrepreneurs, and anyone who dreams of a livelihood based on independence, creativity, passion, and a commitment to green practices and sustainability.

**John Ivanka and Lisa Kivirist** are innkeepers of the award-winning Inn Serendipity Bed & Breakfast, which is powered by renewable energy. This husband-and-wife duo are national speakers, organic growers, marketing consultants, and authors, whose books include *Rural Renaissance* and *Edible Earth* and a number of Global Fund for Children multicultural books.

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