

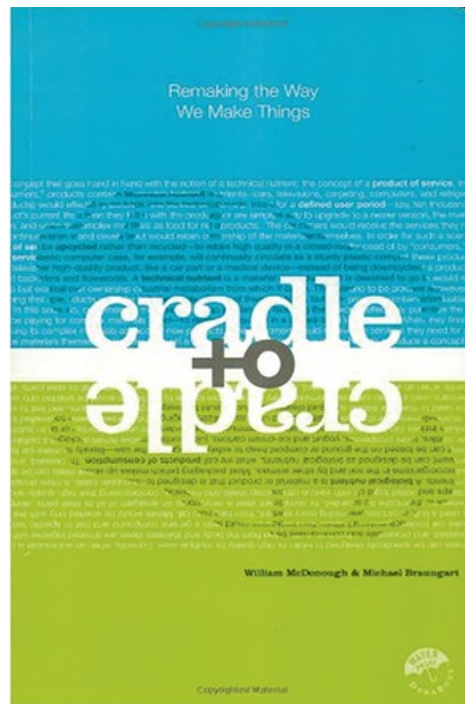
# Remaking the Way We Make Things

# cradle to cradle

William McDonough & Michael Braungart



# \* Cradle to Cradle: Remaking the Way We Make Things \*



## Books Details

Author : William McDonough Pages : 193 pages Publisher : North Point Press Language : eng ISBN-10 : 0865475873 ISBN-13 : 9780865475878

## Books Descriptions

"Reduce, reuse, recycle," urge environmentalists; in other words, do more with less in order to minimize damage. But as architect William McDonough and chemist Michael Braungart point out in this provocative, visionary book, such an approach only perpetuates the one-way, "cradle to grave" manufacturing model, dating to the Industrial Revolution, that creates such fantastic amounts of waste and pollution in the first place.

Why not challenge the belief that human industry must damage the natural world? In fact, why not take nature itself as our model for making things? A tree produces thousands of blossoms in order to create another

tree, yet we consider its abundance not wasteful but safe, beautiful, and highly effective. Waste equals food. Guided by this principle, McDonough and Braungart explain how products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new. They can be conceived as "biological nutrients" that will



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