

# Design for Environment 2<sup>nd</sup> Edition

## A Guide to Sustainable Product Development

by Joseph Fiksel

McGraw-Hill 2009

Drawing upon the recent experiences of pioneering global corporations, this book provides a systematic framework for companies to integrate environmental issues into their innovation process. The basic premise is that Design for Environment (DFE) creates shareholder value by improving profitability and productivity, while addressing the needs of customers, employees, communities, and other stakeholders.

A core concept in DFE is “eco-efficiency,” which implies delivering greater value with less adverse environmental impact. The book emphasizes a “life-cycle” approach, accounting for the costs and benefits of procurement, logistics, manufacturing, product or service delivery, and recycling. It includes extensive case studies of leading-edge companies that practice DFE across a range of industries.

**Dr. Joseph Fiksel** is executive director of the Center for Resilience at The Ohio State University, a collaborative research group that develops decision support tools to improve enterprise resilience and sustainability. He is also Principal and Co-Founder of Eco-Nomics LLC, and is an internationally recognized authority on sustainable business practices with over 20 years of consulting experience.

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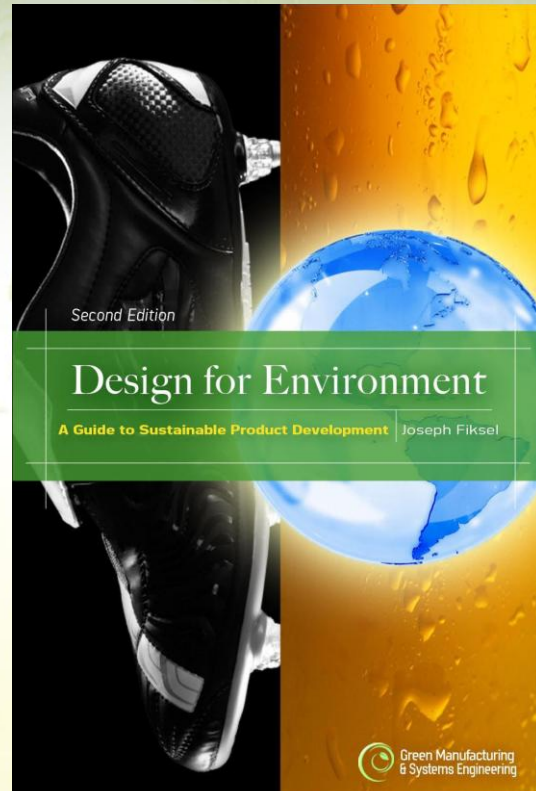
#### Part 2. Charting the Course: The Art & Science of DFE

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*“A comprehensive and inspiring guide that provides a powerful case for integration of environmental principles into product development...essential reading for any organization putting DFE into practice.”*

**Ken Strassner**, Vice President, Global Environment, Safety, Regulatory Affairs  
Kimberly-Clark Corporation

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**Contact:** Karen Schopp 831.464.2864  
[karen\\_schopp@mcgraw-hill.com](mailto:karen_schopp@mcgraw-hill.com)

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*“To achieve sustainability we must radically redesign our industrial systems to create more value with fewer resources.”*