

Remaking the Way  
We Make Things

# cradle to cradle

**William McDonough & Michael Braungart**

North Point Press

A division of Farrar, Straus and Giroux

New York



## Contents

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