



# The Recycling Myth: Disruptive Innovation to Improve the Environment

*Jack Buffington*

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## **The Recycling Myth: Disruptive Innovation to Improve the Environment** Jack Buffington

This book states the harsh truth: that despite best intentions, our current environmental practices are doing more harm than good, and that the solution lies in creating supply chains of the future that design, produce, consume, and reuse materials in a manner that is balanced economically and environmentally.

- Supplies an informed perspective from a leader in the consumer beverage industry at one of the world's largest producers of packaged beverages and a researcher in Sweden in the fields of environmental science and supply chain logistics
- Presents a bold counterargument to the idea that recycling and sustainability programs are inherently beneficial and introduces a new system that will benefit both our environment and economy—without asking consumers to consume less
- Explains why recycling and sustainability programs are ineffective because they focus solely on doing less harm rather than improving both the economy and the environment

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