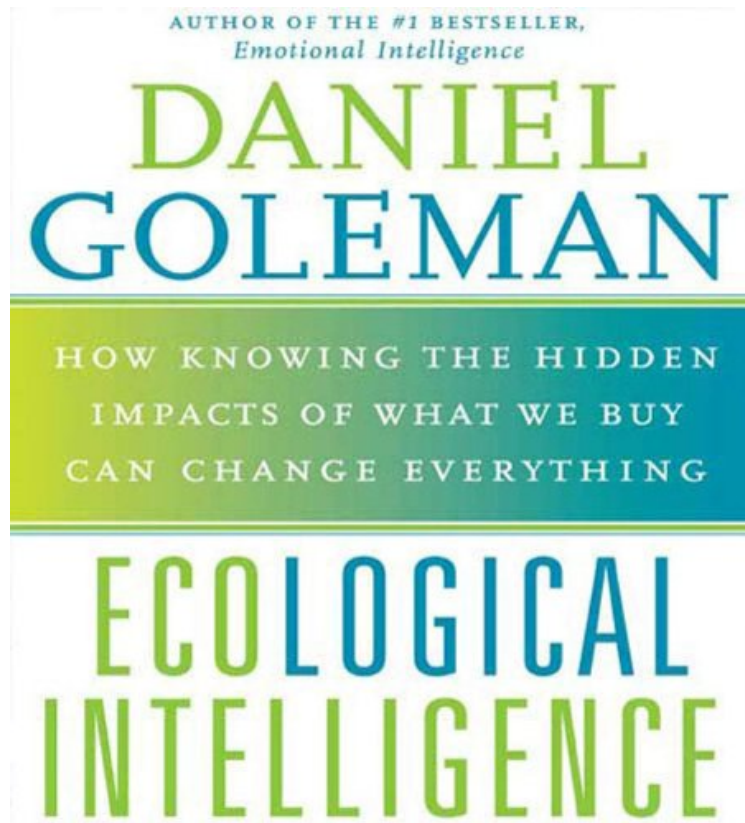


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Ecological Intelligence

Daniel Goleman

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Daniel Goleman : Ecological Intelligence before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ecological Intelligence:

0 of 0 people found the following review helpful. Interesting, but over long By Thomas Adams Interesting, but over long. I couldn't actually finish the whole thing. The idea of ranking products on their lifetime "greenness" is OK, but I don't see it happening. 0 of 0 people found the following review helpful. "Everything Connects to Everything" By Alejandra Vernon When I first received this 8 disc CD set with 8+ hours of ecological/industrial information, I thought I was in for a boring time, but I was in for a surprise. Hard to believe, but Daniel Goleman's reading of his book "Ecological Intelligence" is always interesting and sometimes fascinating. Goleman's voice may not have the perfection of a "smooth" actor's narration, but it's expressive, pleasant enough to listen to, and is the antithesis of monotone. He has a knack for emphasizing words at the right places and when needed. Disc 1 highlights: I was hooked when Goleman tells us of the of the supply chain involved with a product, using the Mini Cooper car, a glass jam jar, and best of all, his blue supposedly "eco-friendly" T shirt as examples. Disc 2, how to become sensitive to danger signals, like the presence of toxins. Disc 3, social impacts and how guides like Good Guide, available on-line, can inform and help us be more socially responsible. Disc 4, tells us to try to avoid "shopper's trance," and be mindful of

what we buy. Disc 5, The Virtuous Cycle, and how the impact of labels on products has helped us in our eating choices, and to avoid things like trans-fats, and also talks about the toxic stew that is accumulating in our bodies. Disc 6, the secrets in your shampoo bottle, and how our brains react to what we're told. Disc 7, incremental changes in our choices and how this helps, and how Walmart has used this as a "competitive business strategy." Disc 8, the length of the supply chain and the many compromises that are made along the way. Goleman mentions Walmart again, and how this company is able to improve working conditions in far away lands by making inspections, many of them unannounced. For those who demean Walmart (a favorite "bad guy" of some), they might re-evaluate their opinion of this company after listening to Goleman. I'm deducting a star because of the repeated mantra of man made "global warming," specifically made in the USA (when China is spewing out pollution at a startling rate). I think the "man made" part is largely myth, when history shows us the earth has been going through cycles for millions of years. If you believe in man made "global warming," add a star! There's an interesting interview of Goleman at the end of Disc 8 as an added bonus for the audio version.

0 of 0 people found the following review helpful. The Problem Is Presented... By The Lunar Staff I have a lot of respect for Daniel Goleman in this field and can appreciate his efforts in presenting and bringing into the spotlight, a real problem. After listening to the discs, I have become a bit more aware in regards to the effects and consequences toward how consumption impacts our overall environment. "Green" or "Eco" has been greenwashed progressively year after year. Mainly these capitalistic marketing manipulations are to push and drive the consumer markets into believing their desires. The only "Green" this invisible networking force of NGOs, business alliances, and hollow certifying organizations falsely created to manipulate consumerism, are interested in only one thing green... "\$". I'm not saying there isn't any true environmentally conscious capitalistic business or manufacturing going on, but there are huge offenders that control huge pieces of these markets that corrupt and manipulate the agenda, philosophy and purpose. The reality is... it will be made, it will be purchased, it will become obsolete, it will become something else via recycling, repurposing or landfilled. And again, what is recycled or repurposed will eventually make its way to the trash. Thereby creating a 100% wasted energy. In the end... ~Does everything become a mute point? ~Do you just give up? ~Do you march on to win a battle that may never be won? Look, I believe we should march on. As stewards of this planet, this responsibility weighs on the shoulders of both the manufacturers and the consumers (Mankind). *For the consumers, ignorance is not bliss, it's toxic. *For the manufacturers, knowledge is not just power either, it's destructive as well. Mr. Goleman and his colleagues, do not present a solution, but he does open up the subject. Our actions in the future will predicate the answer.

Ecological Intelligence recasts the uproar over global warming and the assault of man-made toxins into our bodies in terms of the collective self-deception which both created this crisis and holds a key to its solution. Ecological Intelligence argues that "green" labels and recycling programs may do more harm than good by feeding a vital lie, lulling us into the illusion that we are doing enough already while ignoring the adverse impact of the far vaster proportion of what we buy and do. The book brings a psychologist's insights into the world of commerce, arguing for radical transparency -- tracking every substantial impact over the life cycle of an item, from manufacture to daily use, to disposal -- and surfacing those impacts at the point of purchase. The movement toward such transparency augurs a day when the free market will operate in public interest.

"Goleman narrates his own work in a clear, lively, and well-paced... tenor." -- AudioFile