



Trash to Cash: How Businesses Can Save Money and Increase Profits

Author, Fran Berman

"In *Trash to Cash*, Berman profiles the waste reduction activities of five corporations, including AT&T, Merrill Lynch, and McDonald's. These companies—all successful in their waste reduction activities—demonstrated some common characteristics. ...In the book, Berman prescribes a four-phase "Corporate Action Plan" to minimize waste and maximize resources....Berman supplies some sample worksheets and a host of strategies that can be used to develop a customized waste reduction plan... keeping people's attention focused on waste reduction...evaluating and adjusting the program to keep it moving in the right direction."

— Alan S. Orloff, Editor-in-Chief, Waste Reduction Tips

Fran Berman's book, *Trash to Cash*, provides numerous excellent case study examples of quality minded corporate recycling and waste reduction programs that should be food for thought for anyone interested in smart planning and saving money for their company through greater resource efficiency...provides bales and bales of statistics, charts, graphs and real numbers on everything from paper consumption by nation...to a pie chart detailing a typical McDonald's restaurant waste composition...to a superb 50+ page discussion of AT&T's corporate program that is chock full of statistics and figures demonstrating the vast economic benefits of strategic waste reduction on a large scale. ...no where is there a more thorough and rich consolidation of the information Berman offers. ...essential reading for anyone interested in corporate waste management. More importantly though, it should be read by every MBA in America."

—David Biddle, Editor, Philadelphia Commercial Recycling News

"*Trash to Cash* is a practical, sensible guide that all businesses can use to review their operations for opportunities to prevent waste and save money."

—Norman Crampton, Director, Indiana Institute On Recycling

"It's a wonderful book and you have managed to cover most issues concerning recycling and conservation."

—Anthony Leteri, President, USA Recycling, Inc.

Key Benefits

- **Prevent waste and save money**
- **Keep people's attention focused on waste reduction**
- **Improve resource efficiency**



FutureFocus

25602 Alicia Parkway, Suite 223, Laguna Hills, CA 92653-5309

Tel. (949) 643-0803 + Fax (949) 643-2741

fran@franberman.com + www.franberman.com