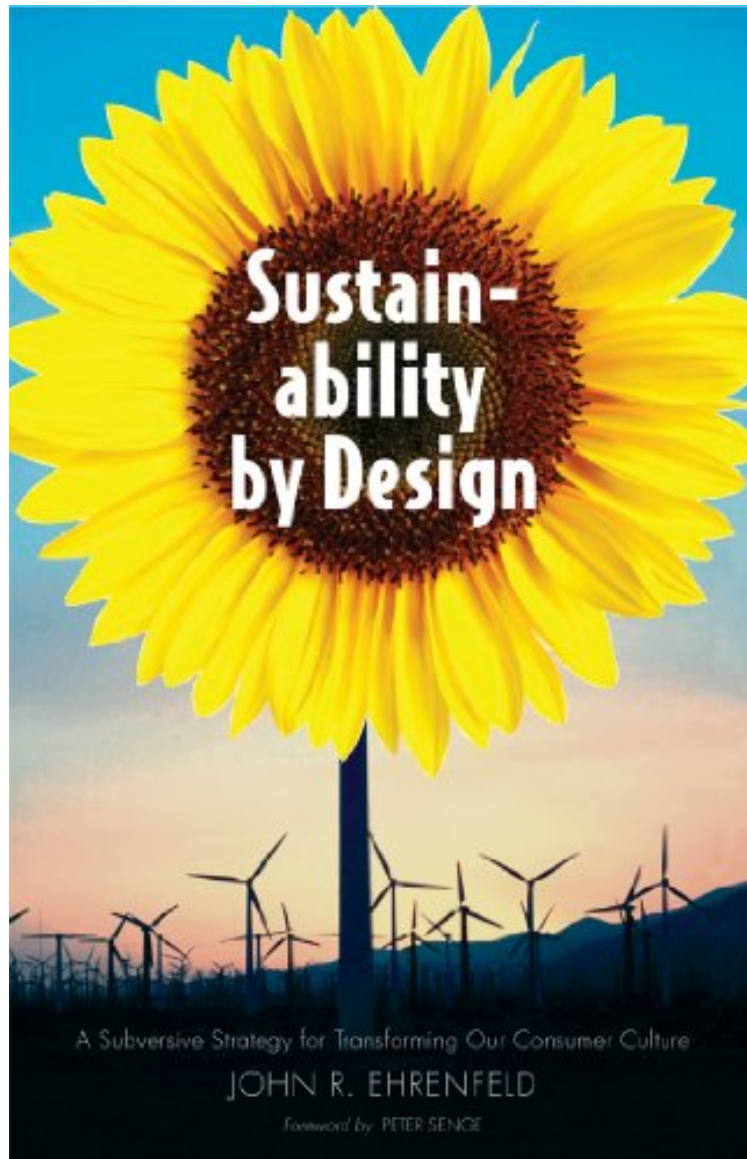


# Sustainability by Design: A Subversive Strategy for Transforming Our Consumer Culture

*John R. Ehrenfeld*

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**John R. Ehrenfeld : Sustainability by Design: A Subversive Strategy for Transforming Our Consumer Culture** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sustainability by Design: A Subversive Strategy for Transforming Our Consumer Culture:

0 of 0 people found the following review helpful. Thought provoking By BofyI have to say that i read Fromm's "To have or to be" before reading this book and i feel like it really helped. Ehrenfeld builds on the Frankfurt school to

create a theory that offers both an explanation and an out of the current situation. Flourishing is a concept tailored for design for sustainability and approaching sustainability through flourishing offers a lot of interesting insights. 0 of 1 people found the following review helpful. Profound, insightful, and motivational By AlaskaKenEhrenfeld offers a compelling argument that the post enlightenment orientation of modernity toward "having" as opposed to "being" has not only metaphysical implications for the existence of humanity but, also implies that unless there is a major shift in values toward an orientation toward "being" there will be little progress in achieving an ideal form of sustainability where there is a flourishing of the ecosystems of which human co-inhabit. He explains that the predominant approaches toward sustainable development, that are in effect only efforts to make marginal reductions in the effects of growth and development based on consuming and "having" more material things, will not help us achieve a state of sustainability that will save us from the negative effects of climate change. 0 of 1 people found the following review helpful. Sustainability by Design By Dennis W. Murphy This should be a "must read" for Americans. We talk "Green", we use the word "sustainable" but do we indeed know what it really means? If you read the ads for Black Friday, as it is the day after Thanksgiving as I write this review, even the oblivious can see that consumerism drives our world, both culturally and financially. The author does a respectable job of conveying this message. I have not finished the book as of yet, but am impressed by the thought that went into this and the research that was done. Fine job!

The developed world, increasingly aware of "inconvenient truths" about global warming and sustainability, is turning its attention to possible remedies—eco-efficiency, sustainable development, and corporate social responsibility, among others. But such measures are mere Band-Aids, and they may actually do more harm than good, says John Ehrenfeld, a pioneer in the field of industrial ecology. In this deeply considered book, Ehrenfeld challenges conventional understandings of "solving" environmental problems and offers a radically new set of strategies to attain sustainability. The book is founded upon this new definition: sustainability is the possibility that humans and other life will flourish on Earth forever. There are obstacles to this hopeful vision, however, and overcoming them will require us to transform our behavior, both individually and collectively. Ehrenfeld identifies problematic cultural attributes—such as the unending consumption that characterizes modern life—and outlines practical steps toward developing sustainability as a mindset. By focusing on the "being" mode of human existence rather than on the unsustainable "having" mode we cling to now, he asserts, a sustainable world is within our reach.

Ehrenfeld presents a unique perspective on the subject of sustainability that needs to be taken seriously by anyone who claims to talk about the subject. —H. Thomas Johnson, Portland State University