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As the American green economy gains momentum, what industries are being transformed for long-term sustainability? What opportunities await you as you begin your business career or your career transition? What role is the Latino business community playing in this transformation? How can you join them? How can you best position yourself for the great green wave?

This book takes you inside organizations where real, long-term sustainable practices and innovations are happening today. It spotlights the Latinos and Latinas leading these companies, innovating new ideas and technologies to retool America's energy grid, lighting systems, commercial printing, fashion design, communication infrastructure and much more. You will gain insight into ten different industries *in one book*.

American Latinos have a historical and cultural bias to conserve and reuse resources. It's no wonder that today Latinos are at the forefront of many sustainable initiatives. Unfortunately, most of America has *no idea* of these innovations, contributions and opportunities. It's time to change the conversation.

You will read about:

- Industry transformations and success stories of sustainable businesses
- Who is creating long-term solutions for our new green economy
- How Latinos are applying their hard work, talent, education, innovative thinking, culturally-engrained environmental advocacy, and creative spirit to improve America for all Americans

#### **About the Author**

Graciela Tiscareño-Sato led the Green Enterprise Initiative at Siemens Communications and helped global enterprises understand the economic and sustainability value of collaboration technologies. She's a UC Berkeley-educated military aviator and veteran, a mentor to Latino youth and an insatiable business and technology writer. Her work has published in the U.S. and Europe including *Environmental Leader*, the National Society of Hispanic MBA's national magazine *Hispanic MBA*, *UCStrategies.com*, *SOA World Magazine*, *destinationCRM*, *Communications News*, *Enterprise Technology Management*, *Internet Telephony Magazine* and many others. Graciela was honored by *LATINA Style Magazine* as the San Francisco Bay Area "Entrepreneur of the Year" in May 2010. She is a key organizer of the [Silicon Valley Latino Leadership Summit](http://www.siliconvalleylatino.com).

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