



# Ecological Intelligence: The Hidden Impacts of What We Buy

*Daniel Goleman*

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## **Ecological Intelligence: The Hidden Impacts of What We Buy** Daniel Goleman

The bestselling author of *Emotional Intelligence* and *Primal Leadership* now brings us *Ecological Intelligence*—revealing the hidden environmental consequences of what we make and buy, and how with that knowledge we can drive the essential changes we all must make to save our planet and ourselves.

We buy “herbal” shampoos that contain industrial chemicals that can threaten our health or contaminate the environment. We dive down to see coral reefs, not realizing that an ingredient in our sunscreen feeds a virus that kills the reef. We wear organic cotton t-shirts, but don’t know that its dyes may put factory workers at risk for leukemia. In *Ecological Intelligence*, Daniel Goleman reveals why so many of the products that are labeled green are a “mirage,” and illuminates our wild inconsistencies in response to the ecological crisis.

Drawing on cutting-edge research, Goleman explains why we as shoppers are in the dark over the hidden impacts of the goods and services we make and consume, victims of a blackout of information about the detrimental effects of producing, shipping, packaging, distributing, and discarding the goods we buy.

But the balance of power is about to shift from seller to buyer, as a new generation of technologies informs us of the ecological facts about products at the point of purchase. This “radical transparency” will enable consumers to make smarter purchasing decisions, and will drive companies to rethink and reform their businesses, ushering in, Goleman claims, a new age of competitive advantage.

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