



## Mid-Course Correction Revisited

The Story and Legacy of a Radical Industrialist and His Quest for Authentic Change

Ray C. Anderson and John A. Lanier

Green Leadership / Sustainable Business / Environmental Economics

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### Finding inspiration from an unlikely industrialist who shaped the face of green business

As climate change becomes an international crisis, more and more industries are looking for a sound model for creating successful environmentally friendly companies, and a new generation of young leaders are eager for inspiration and guidance on creating sustainable businesses. *Mid-Course Correction* is an epic story of the legendary journey of industrialist Ray C. Anderson, the definitive case study for sustainable business and a road map to success—now fully updated and expanded for the 21st century.

With a foreword by bestselling author Paul Hawken (whose book, *The Ecology of Commerce*, profoundly inspired Anderson) and several new chapters and interviews, *Mid-Course Correction Revisited* advocates why we need to create prototypical green companies and a new economy—not based on unrenewable resources, but on renewable energy, aggressive recycling, innovative technology, and sustainable business practices.

Most importantly, the new book shares a clear path toward finding success with zero waste, zero emissions, zero carbon, and zero harm to the environment, detailing Anderson's own vision that led to one of the world's first companies to pursue this bold business model, Interface, Inc. Under his leadership the company grew into a billion-dollar-per-year business and a global leader in the industry, while drastically reducing its carbon footprint and eliminating waste.

As our global economy shifts toward sustainability, challenges like building a circular economy and reversing global warming present tremendous opportunities. Business leaders aiming to succeed in the green economy—from entrepreneurs and CEO's to innovators and sustainability professionals—will find both sage advice and concrete models in this fresh new look at a master in corporate and environmental leadership, and the legacy he left.

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**Ray C. Anderson** was founder and chairman of Interface, Inc., one of the world's leading carpet and flooring producers. Author of *Mid-Course Correction* and *Confessions of a Radical Industrialist*, he became an unlikely screen hero in the 2004 Canadian documentary 'The Corporation,' and was named one of TIME's "Heroes of the Environment" in 2007. Anderson served as co-chairman of the President's Council on Sustainable Development under President Clinton, and as an architect of the Presidential Climate Action Plan presented to the Obama administration.



**John A. Lanier** joined the Ray C. Anderson Foundation as executive director in 2013 to advance the legacy of Ray, his grandfather. The foundation's mission is to further Anderson's voice and vision through substantial investment in evolutionary practices and technologies, including the Global Biomimicry Design Challenge, and The Ray, a unique stretch of highway used as a living laboratory for the evolving ideas and technology that will transform the transportation infrastructure of the future.

Find out more at: [www.raycandersonfoundation.org](http://www.raycandersonfoundation.org)

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