



Imagine a neighborhood where smart, solar-powered garbage cans signal trash collectors only when they are full and ready to be emptied, thus reducing fuel costs. Or a mass transit system where buses run on recycled cooking oil, making them cheaper to operate with reduced emissions. Or a program to create homes for the poor by converting and upgrading discarded shipping containers.

In *Greenovate!*, the inaugural publication released by the Hult International Business School and the Center for Innovation, Excellence, and Growth (IXL), these environmentally-aware scenarios are a reality. Fifty companies that have successfully “gone green” while also turning a profit are carefully examined, their goals and barriers clearly laid out so that readers can easily understand how a “greenovation” is conceived and executed. The book covers a wide range of industries and products, from all-natural cosmetics, to energy sources derived from cow manure, to intelligent street lighting.

“Running a successful business and maintaining a social conscience are no longer mutually exclusive,” said Dr. Hitendra Patel, a Hult professor of innovation and one of the book’s authors. “With *Greenovate!*, we show that the confluence of good business sense with environmentally-friendly strategies can result in an even stronger product or service.”

Patel, along with co-authors Ronald Jonash and Tyler McNally, introduced their new book last week at the Hult International Business School. They described the results of their writing and research and offered insights on how companies can go green.

Research compiled for a unique hands-on MBA consulting course by the Hult graduating class of 2009 was also incorporated into the book. The Action Learning Plan, a joint venture between Hult and IXL, gave students the opportunity to advise C-level executives of major companies on identifying and capitalizing on areas of growth within their organizations.

*Greenovate!* is the first publication in the *Beyond Eureka!* series of studies by the IXL Center on the topic of developing consistent and dependable processes of innovation and economic sectors.

Dr. Patel, a management consultant is Managing Director of the IXL Center, a global training

Written by

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institute for companies and individuals. He is also the owner of six patents and a founder of venture-backed companies in the U.S. and Latin America.

Hult International Business School (formerly known as the Arthur D. Little School of Management) is the first global business school with operations in Boston, San Francisco, London, Dubai, and Shanghai. The school offers a range of business-focused programs including MBA, Masters, and Undergraduate degrees.

Hult is ranked 5th for International Mobility and 6th for International Business by the Financial Times, and is among the Top 50 best business schools in the world and Top 25 in the U.S. by the Economist. The school is a fully accredited member of the New England Association of Schools and Colleges and the Association of MBAs. For more information about Hult International Business School, please visit [www.hult.edu](http://www.hult.edu) or contact [Jennifer.Gracie@hult.edu](mailto:Jennifer.Gracie@hult.edu)  
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