



Everything you need to know about green cleaning

About the Book

The ISSA special edition of *Green Cleaning For Dummies* shows you how to implement a green cleaning program for your commercial or institutional cleaning operation. Unlike other books on the subject, *Green Cleaning For Dummies* is a trustworthy source of unbiased information and is backed by the ISSA. The book was written by experts with years of experience in the cleaning industry who are committed to helping companies go green.

The book explains the positive impact on human health and the environment that you create by going green. It contains special coverage based on several different types of organizations including schools and universities, health care facilities, and office buildings. The book also guides you in choosing the best types of green cleaning products, with chapters on green chemicals, green equipment, green paper, and other green cleaning tools and supplies.

About the Authors

Stephen Ashkin is the president of The Ashkin Group, a consulting firm working to green the cleaning industry. Steve is a 25+ year veteran of the cleaning industry, and is described in the book *Environmentalism Unbound* as the “leading advocate for a stronger environmental profile among cleaning product manufacturers and suppliers,” and “the most visible industry figure advancing the cause of environmentally preferable products.”

David Holly is the President of Don't Panic Productions, Inc., a member of The Ashkin Group, and co-founder of Green Cleaning University. David has over 25 years of experience in the cleaning industry, is a frequent speaker on the subject of green cleaning, and assists companies seeking to implement the principles of green cleaning in their organizations.

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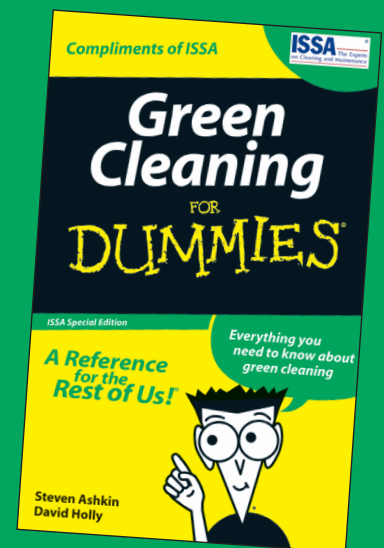


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Authors:

Stephen Ashkin
David Holly

ISSA® Special Edition



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- Measure the impact of going green
- Choose green products
- Communicate with clients about your new processes
- Implement a training program

Green Cleaning for Dummies

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