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Sustainable Design Forum Releases E-Book Guide for Building Industry

Columbia, MD—To explore the challenges and opportunities facing the design and construction industry in the greening economy, the Sustainable Design Forum (SDF) has released a free e-book, *Environmental Sustainability: Collaboration and Marketing Best Practices in the Building Industry*.

“Sustainable buildings are energy efficient, increase resale and lease rates, attract tenants in a saturated market, reduce costs and liability, and improve health and performance—the challenge is proving it,” says SDF Managing Editor Aphrodite Knoop. “Right now, the industry is still struggling to convince the public that green is good for economy as well as for the environment.”

"Environmental Sustainability" makes the case for green, dishing out fresh insights and resources to help industry players leverage their expertise for competitive advantage, sell sustainability more effectively, and promote positive environmental change. “The e-book is a treasure trove of advice by professionals for professionals from across the design, development and construction sectors,” Knoop says.

Diverse case studies address:

- Owner/client expectations
- Overlooked channels for getting more gold from green
- Strategies for market advantage
- Challenges and lessons learned
- New trends and opportunities in sustainable construction

Also included in the book is a comprehensive listing of organizations that provide tools and information to help companies streamline green business practices, navigate through codes and standards, and improve their bottom line.

Available for free download at www.sustainabledesignforum.com, "Environmental Sustainability" is a useful guide for students and professionals alike. ###

About the Sustainable Design Forum:

The Sustainable Design Forum is an online community providing timely news, resources, and information to help building industry players thrive in the emerging green world economy. www.sustainabledesignforum.com