



EcoCommerce 101 - Adding an ecological dimension to the economy

Tim Gieseke

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In *EcoCommerce 101*, Timothy Gieseke offers new ways to look at an emerging economy. Using Adam Smith's concepts, developed in the 18th Century classic *The Wealth of Nations*, Gieseke suggests the development of new markets for the assurance of sustainability. Using agriculture as an example, he employs actual and visionary examples of how cooperation between leaders in business, agriculture, government and ecology can assure that the economy and ecology will provide our needs for the next millennium.

This EcoCommerce model is applicable to all industries that rely on the food, feed, fiber and fuel stocks that we glean from the land.

You will discover that the:

- Economic System has much to benefit from our ecological systems
- "Natural Capital" of nature is as valuable to the economy as our man-made factories
- Engagement in EcoCommerce will be as natural as engaging in our economic system
- Career Opportunities will abound when this new economic system is unlocked.

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