

# Fall 2009 iMPACT SPEAKER SERIES

Martin Melaver

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Author, “Living Above the Store”

Martin Melaver is CEO of Melaver, Inc.—a third-generation, family-owned real-estate company based in Savannah, Georgia and focused on sustainable development and management. Melaver speaks frequently on sustainable business at conferences and guest lectures at a variety of colleges and universities. Along with his company, he has been involved with numerous community projects and a variety of environmental organizations. Never content with the welltrod path, Melaver has a doctorate in literature from Harvard University and an masters in business administration from Northwestern University’s Kellogg School of Management. He lives in Savannah and Tel Aviv, Israel with his wife and two children. His blogs can be found at [www.melaver.com](http://www.melaver.com)

Living Above the Store: Building a Business that Creates Value, Inspires Change, and Restores Land and Community by Martin Melaver is a book that goes beyond social responsibility and shows a triple bottom line. Martin Melaver provides a roadmap for creating a sustainable business. This book challenges business as usual to change, through the lens of a third generation, 70 year-old family business, as it evolves into a sustainable business leader.

Living Above the Store demonstrates how to:

- Adopt a business model that provides for economic success while contributing to society and the environment
- Shape a business culture that is restorative to a workforce by helping employees realize their highest potential
- Leverage an ethos within a business that “ripples outward” to foster restoration of both land and community
- Embrace a notion of limits to growth
- Reframe ideas about competition, proprietary knowledge, and business succes

Sustainable business practices are becoming more and more essential and are finally being acknowledged in the US. This book is a must read for people who care about issues of community and sustainability as well as for those who want to learn more about how a socially responsible business can first redefine, and then find, success. Let’s move up the sustainability pyramid and change from business as usual to nature as usual.

“Living Above the Store breaks the mold on business writing. It is a book about the greening of business to be sure, but it is literature first, brilliant disquisitions and narratives that place commerce within the broader context of history, culture, and the cherished human values that bind us together. Martin Melaver has enlarged the vocabulary of commerce and restored it to a place of honor, a timely gift inan era of disillusionment.” —Paul Hawken, author of The Ecology of Commerce

“Living Above the Store is the right book for these difficult times, when business needs to regain trust. Melaver starts with specific stories of running a family business, sharing successes and failures, frustrations and joys, and then broadens out to illuminate general principles for running a sustainable business. These stories still stick in my mind, long after I have put the book away.” —Marc Gunther, contributing editor, Fortune

