



## Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage

By Daniel C. Esty, Andrew Winston

John Wiley and Sons Ltd, United Kingdom, 2009. Paperback.

Book Condition: New. REV Updated ed.. 229 x 150 mm.

Language: English . Brand New Book. From the Publishers

Weekly review: Two experts from Yale tackle the business wake-up-call du jour-environmental responsibility-from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though no company the authors know of is on a truly long-term sustainable course, Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies WaveMakers and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys-watchdogs and industry associations, mostly-working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here: from global warming to electronic waste take-back legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought.

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### Reviews

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