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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.

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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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