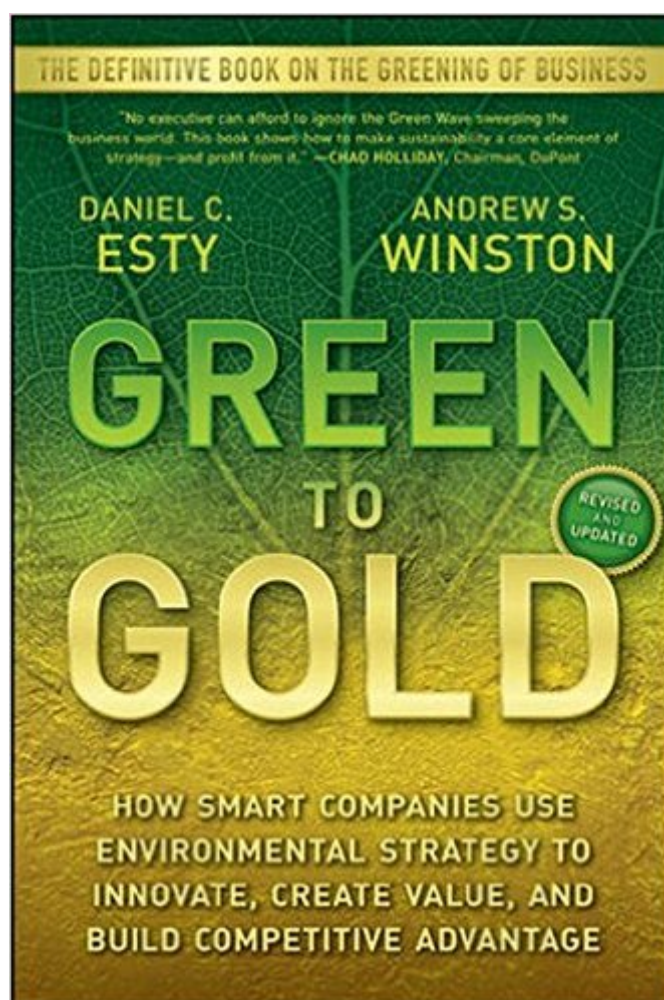


The book was found

Green To Gold: How Smart Companies Use Environmental Strategy To Innovate, Create Value, And Build Competitive Advantage



Synopsis

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. "

Book Information

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Customer Reviews

I have read and praised Natural Capitalism: Creating the Next Industrial Revolution, The Ecology of Commerce and Cradle to Cradle: Remaking the Way We Make Things here at [Amazon.com](#), and I mention them to emphasize that this book, "Green to Gold," is the hands-down no-contest best primer for top management. The others are intellectual presentations. This is a business oriented primer with lots

of facts, lists, and resources. It is a pro-business book that focuses on opportunities. It is extremely well-organized, with three parts, twelve chapters, and three appendices including a superb list of active web sites relevant to doing well by doing good. This book is based on hundreds of interviews over four years, and every aspect of it is professionally presented, including boxes with "10 second overviews" interspersed throughout. The authors are compellingly pointed in their discussion of how the environment, and attendant regulations and attendant risks of catastrophic costs, is no longer a fringe issue. Mistakes in cadmium content of connecting cables can cost hundreds of millions.

This is one of the better books on the New Green Wave of sustainability sweeping across the business world (2006). It is written by two Yale profs who take a much more objective view of the successes - and failures - of companies who have launched into major sustainability initiatives. As such, it is a more credible assessment of the real value of sustainable business practices. It is well written with many case examples, factoids and stimulating discussion - as well as many "tools" for any company to size up their path ahead. Most books on the topic leave you with the idea that all is rosy and money when "doing the right thing" and developing more sustainable business practices. Not so here - you will find many examples of what HASN'T worked out according to expectations. Case-in-point Interface Floor Covering, a company whose case is in about every book on sustainability. Well, in their pursuit to reinvent the way carpeting is made and sold (many excellent eco-accomplishments), they totally misjudged the marketplace and assumed corporate customers would be happy to switch from buying carpeting (out of annual capital budget) to leasing it (out of monthly operating budgets). They ignored one of the great rules of "Green Marketing": Don't expect the customer to change behaviour to make green choices. So, this book brings these valuable lessons for all to learn and avoid repeating. This is a great book for VP, CEO, COO levels as it highlights the business case in a clear and compelling way and shows how, really, the business case for sustainability has been largely proven. Green to Gold is a quality, believable business book that will help especially managerial staff understand this topic in biz terms most known to them.

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