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Investing in a Sustainable World: Why GREEN Is the New Color of Money on Wall Street

Matthew J. Kiernan Ph.D.

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For business and investors, there's no doubt about it: The smart money is going green...and the growing movement toward ecologically forward-thinking companies is quickly becoming bigger and bigger. What may be surprising to some is that socially responsible organizations aren't just doing the right thing for the environment, they are also paying off financially, making their investors money and increasing the bottom line. "Investing in a Sustainable World" offers clear proof, through facts, figures, and hard documentation, that "going green" leads directly to better stock market performance...and that investors and companies who ignore it will, in fact, lose money. The book reveals the most powerful global mega-trends--from the ongoing focus on emerging markets to natural resource depletion--which are transforming the very basis on which companies will compete, and offers an approach to sustainability-enhanced investing beneficial to both investors and companies. Revolutionary and backed by undeniable statistics, this book shows the clear link between sustainability initiatives and clear-cut profitability.

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