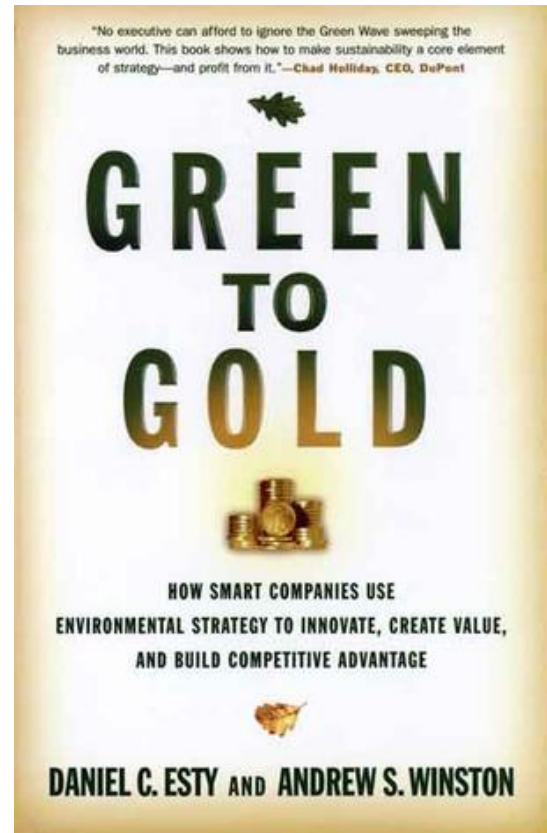


# READ ONLINE Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage - Daniel C. Esty

## Detail Book:

- **Title:** Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage
- **Author:** Daniel C. Esty
- **Publish:** 2006-10-09
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## Book Synopsis:

Green to Gold is an essential guide for forward-thinking business leaders who see the Green Wave coming and want to profit from it. This audio explores what every executive must know to manage the environmental challenges facing society and business. Based on the authors years of experience and hundreds of interviews with corporate leaders around the world, Green to Gold, shows how companies generate lasting value cutting costs, reducing risk, increasing revenues, and creating strong brands by building environmental thinking into their business strategies. Green to Gold is written for executives at every level and for businesses of all kinds and sizes. Esty and Winston guide leaders through a complex new world of resource shortfalls, regulatory restrictions, and growing pressure from customers and other stakeholders to strive for sustainability. With a sharp focus on execution, Esty and Winston offer a hard-hitting yet inspiring road map that companies can use to cope with environmental pressures and responsibilities while sparking innovation that will drive long-term growth. Green to Gold is the new template for global CEOs who want to be good stewards of the Earth while simultaneously building the bottom line. Green to Gold provides the definitive thinking on how business leaders can address environmental issues in the new economy, a world where companies win by integrating company strategies with social challenges, rather than treating economics and social as separate and different. Michael E. Porter, Professor, Harvard Business School