DESCRIPTION

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.""
environmental strategy experts with twenty years of experience working with companies of all sizes and across many industries worldwide. He served as a senior official at the U.S. Environmental Protection Agency in the early 1990s and is presently Chairman of Esty Environmental Partners (www.EstyEP.com).

Andrew S. Winston advises some of the world's leading companies on how to profit from environmental thinking. He is also a highly respected and dynamic speaker, exploring the business benefits of going green with audiences around the world. Andrew's earlier career included corporate strategy at Boston Consulting Group and management positions in marketing and business development at Time Warner and MTV. See www.andrewwinston.com for more information.

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**FEATURES**

- The go-to resource for managers trying to green their businesses, *Green to Gold* reveals how companies can create lasting value and new revenue by making environmental thinking part of its core business strategy

- Offers a clear path to long-term corporate growth in the face of environmental pressures and responsibilities

- Features case studies and examples from companies such as BP, Toyota, IKEA, Nike, and more

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For additional product details, please visit https://www.wiley.com/en-us