Sustainable Investing is fast becoming an essential method of generating long-term returns, moving beyond the negative approaches to socially responsible investing that have dominated the field. This book, our second on the subject, provides over 15 case studies of leading global investors and companies demonstrating how they successfully apply sustainability aspects to their core strategies.

Learn from prominent thought leaders Dan Esty and Paul Hawken among others who have contributed key chapters. Our chapter on performance shows clearly how these strategies have been working once negative approaches are parsed out by those examining fund returns. This book also examines in great depth what data exists, and what's on the horizon, to best measure & capture sustainability successfully. Regional perspectives, including 3 chapters on Asia, and focuses on Canada, Australia, Africa & India are also included, as is a look across asset classes.

Sustainable Investing, when performed with a positive perspective, has been outperforming the mainstream, unlike negative approaches designed to match benchmark returns. From eco-efficiency to sustainability-driven innovation and beyond, investors of all shapes & sizes need to know how best to position themselves for the radical market shifts underway.
ABOUT THE AUTHOR

CARY KROSINSKY is coeditor of a previous book on this subject# *Sustainable Investing: the Art of Long-Term Performance*, also with Nick Robins. Cary is a Senior Vice President and member of the management team for Trucost, which has become the recognized global leader in corporate environmental data and analysis, including advising the respected *Newsweek* Green Rankings. He also teaches sustainability and investing at Columbia University’s Earth Institute and an MBA course on the same subject at the University of Maryland’s Robert H. Smith School of Business, and is also a frequent speaker on the intersection of sustainability and ownership. He was a member of the expert group that helped create the United Nations Principles for Responsible Investment.

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