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This book explains what every executive should know to manage the environmental challenges facing society and the business world. Based on the authors' rich experience with forward-thinking companies around the world, Green to Gold demonstrates how

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corporations create value by building environmental thinking into their overall business strategies.

Daniel C. Esty and Andrew S. Winston provide clear 'how to' advice for making sense of environmental challenges, and they offer detailed case ...

## **Green to Gold: How Smart Companies Use Environmental**

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## Smart Companies

While repetitive (reading the introduction and last chapter will provide most of what you need), Green to Gold is an excellent manifesto for “smart” commerce, as well as a very good map to help companies and communities move in the “green” direction while enhancing the bottom line.

## **Green to Gold: How Smart Companies**

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offer detailed case  
examples of how  
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## **Green to Gold | Yale University Press**

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A Review of "Green to gold: how smart companies use environmental strategy to innovate, create value, and build competitive advantage". by Daniel C. Esty and Andrew S. Winston, Hoboken, NJ, John Wiley & Sons, 2009, xxv + 380 pp.,

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