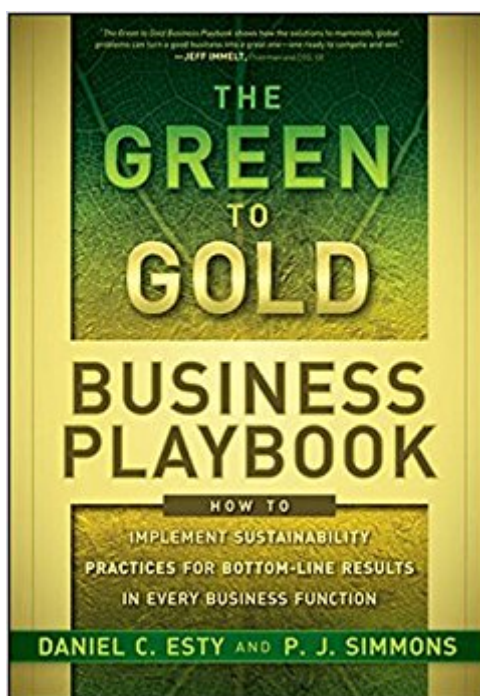


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# The Green To Gold Business Playbook: How To Implement Sustainability Practices For Bottom-Line Results In Every Business Function



## Synopsis

"Implement the green strategies outlined in Dan Esty's and Andrew Winston's bestseller *Green to Gold*" Hard-nosed business advice for gaining competitive advantage through sustainability action in buildings and operations, information technology, product design, sourcing, manufacturing, logistics and transportation, marketing, accounting, and other key business functions Whether you are a climate change skeptic or an environmentalist, sustainability issues cannot be ignored in today's corporate world. With rising energy and natural resource costs, intensified regulations, investor pressures, and a growing demand for environmentally friendly products, sustainability is no longer an option—it's a business imperative. Unlike many green business books, the Playbook skips the environmental ideology and deals exclusively with tools and strategies that have been shown to cut costs, reduce risks, drive revenues, and build brand identity. Builds on Dan Esty and Andrew Winston's prizewinning *Green to Gold*, which has become a business classic and a staple of management training across the world. Shows in detail how each business function or department can achieve an eco-advantage over the competition Offers frameworks, checklists, and action plans applicable to any business—big or small, in manufacturing or services The *Green to Gold Business Playbook* gives you the tools to make green work—and work profitably—for your business.

## Book Information

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## Customer Reviews

a treasure trove of information and knowledge on sustainability Quality World

The Green to Gold Business Playbook shows how the solutions to mammoth, global problems can turn a good business into a great one - one ready to compete and win. **• Jeff Immelt, Chairman and CEO, GE** There are many books out there exhorting companies to reduce their environmental impacts, but very few that give detailed practical guidance. From product design to facilities management, from information technology to logistics and transport, this book contains insightful suggestions as to how businesses can be more sustainable, reduce carbon emissions, and yet at the same time save money and drive top line growth. **• Paul Polman, CEO, Unilever** Environmental performance has become an essential part of company strategy. Esty and Simmons provide a clear road map for how companies can turn this agenda into a competitive advantage. **• Michael Porter** Bishop William Lawrence University Professor, Harvard Business School The Green to Gold Business Playbook is a terrific practical roadmap to help companies reduce their environmental impact while also improving economic performance. **• Andrea Jung, CEO, Avon** We need smart corporate engagement for major environmental efforts to be successful. Here's the guide to realizing both environmental and bottom-line gains through eco-strategy. **• Mark Tercek, The Nature Conservancy** Economic gravity always wins **• The Green to Gold Business Playbook** reveals how simple economics can drive greener businesses. **• Vinod Khosla, Khosla Ventures** Business is what changes the world. **• Esty and Simmons** seasoned guidance is pure gold for 21st century entrepreneurs who know that sustainability comes out of a drive to innovate. **• Gary Hirshberg, CEO of Stonyfield Farm** Leading companies are now embedding sustainability into every aspect of their business -- not as a PR exercise but as a core strategy to be a successful enterprise in the 21st Century. The Green to Gold Business Playbook is an invaluable resource. **• Muhtar Kent, Chairman and CEO, The Coca-Cola Company** The private sector's decisions to design, source, and distribute products will in no small part determine the future of the world's wildlife. The most progressive companies are looking ahead and charting a course for sustainability. Dan Esty and P.J. Simmons' book provides them with invaluable tools to move in that direction. **• Carter Roberts, World Wildlife Fund** Part of Waste Management's strategy has been to gain an Eco-Advantage. This book picks up where Green to Gold left off with a really practical playbook for companies seeking to execute their own eco-strategies. **• Dave Steiner, CEO Waste Management**

Green to Gold Business Playbook is an important contribution to a rapidly evolving business

concept. Author Daniel Esty is a Professor at Yale and a recognized Sustainability heavyweight. Businesses seeking to embrace Sustainability find that the scope of what Sustainability involves is very broad and still emerging. Further, Sustainability is strategic, meaning that it affects organizations at a fundamental level. Consequently, Sustainability initiatives are individually designed for each organization. One size definitely does not fit all. There is a mountain of information available on Sustainability, on line and in print. Green to Gold Business Playbook has been extensively researched, such that it organizes the gist of that information in a manner that businesses can actually use to construct a Sustainability initiative. Two caveats: First, Green to Gold Business Playbook is intended for businesses in general. Specific businesses will need additional research to locate information specific to their industry and situation. Second, Green to Gold Business Playbook is a book, so its contents are limited to information available to at the time the book went to press. Of course, the book may be revised in the future as new information becomes available. Additionally, the authors provide a website, which may be helpful in the future. Bottom line: Green to Gold Business Playbook is a slam dunk for those involved with developing a Sustainability initiative. Casual readers will find Esty's earlier books more useful.

This book was required for class, and it is a great resource for any product stewards or business people looking to make their products more sustainable and green.

This is an incredibly thorough and impeccably researched book. It moves well beyond establishing the business case for sustainability; offering brass tacks solutions. If you are already sold on the idea that a sustainability strategy will add value to your business, this book is the next step.

good book

Exactly what I thought it would be. I will definitely recommend this to others. I have no complaints with the order.

This is a one stop shop resource for all things green, renewable, sustainable, and environmental. This is a great guide that walks you through how to make your business a place of continued improvement.

I enjoyed using it throughout the semester and possibly for further use. It was good reference for my

class and tests.

I highly recommend this incredible read! This book uniquely positions thought provoking real-world company best practices along with pragmatic innovative sustainability strategies from which any size company could benefit. It sets a new standard!

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