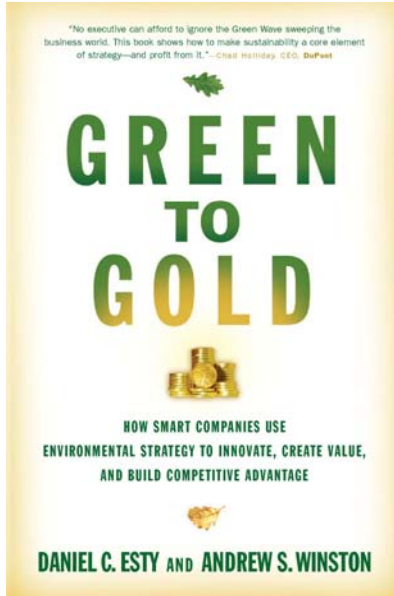


GREEN TO GOLD: **How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage**

Daniel C. Esty and Andrew S. Winston

#1 on CEO READS Bestseller List



Published to critical acclaim and featured in:

- Newsweek
- Forbes
- The Financial Times
- Bloomberg News
- ABC News
- CNBC's *Power Lunch*
- Inside Green Business
- The Boston Globe
- The Washington Post
- CFO
- Soundview Executive Book Summaries - noted as one of the **Best Business Books of 2006**

THE BOOK

This book explores what every executive must know to manage the environmental challenges facing business and society. 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, driving new revenues, and creating strong brands--by building environmental thinking into their core business strategies.

Daniel C. Esty and Andrew S. Winston provide clear how-to advice and concrete examples from companies like BP, Toyota, IKEA, Nike, and GE that are achieving both environmental and business success. The authors show how these cutting-edge companies are establishing an "Eco-Advantage" in the marketplace as traditional elements of competitive differentiation fade in importance. Esty and Winston not only highlight successful strategies but also make plain what does not work, spelling out why environmental initiatives sometimes fail despite the best intentions.

Green to Gold is written for executives at every level and for businesses of all kinds and sizes. Esty and Winston guide readers through a complex world of resource shortfalls, regulatory restrictions, and the growing pressure from customers and other stakeholders to strive for sustainability. With a clear focus on execution, this book offers a hard-hitting yet thoughtful and 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 and managers who want to be good stewards of the Earth -- and deliver bottom line results.

BOOK REVIEWS

"The business reader may have more luck with Daniel C. Esty and Andrew S. Winston's Green to Gold, a manual on how to turn your company into an eco-success, catching the current wave of consumer and government interest in saving the world from environmental catastrophe." - **Financial Times**

"...offers **invaluable advice** to any manager or investor who wants to profit in our age of corporate accountability." - **Bloomberg News**

"For a comprehensive guide on the rapidly emerging norm of environment-inspired management and innovation, **this book is a must-read.**" - **Inside Green Business**

"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...For the responsible business leader, this volume **provides plenty of (organic) food for thought.**" - **Publishers Weekly**

WHAT EXECUTIVES ARE SAYING

"No executive can afford to ignore the green wave sweeping the business world. Esty and Winston show how to make sustainability a core element of strategy - and profit from it." - **Chad Holliday, CEO, DuPont**

"Green to Gold is a must-read for the twenty-first century CEO. Esty and Winston provide convincing examples of how companies out-compete their peers by tackling sustainability head on, engaging stakeholders, developing NGO partnerships, and folding environmental stewardship into their corporate culture." - **Tensie Whelan, Executive Director, Rainforest Alliance**

"Every business, big or small ... faces environmental risks and opportunities. Esty and Winston show how companies have benefited from taking these challenges as strategic opportunities, but they also detail why corporate environmental initiatives often fall flat. There are important lessons to be learned from both the successes and the failures." - **Bertrand Collomb, Chairman, Lafarge**

"Environment and sustainability issues have become an important focus in business generally and in the financial world in particular. Green to Gold is rich with both big-picture thinking and practical 'how-to' suggestions that will help bankers, analysts, fund managers, and investors stay on top of the 'green wave'" - **Larry Linden, Advisory Director, Goldman Sachs**

"Esty and Winston have produced a compelling blueprint for how companies can address critical environmental problems, from climate change to water, and improve their performance, gain competitive advantage, make more money, and win friends." - **William K. Reilly, Founding Partner, Aqua International Partners and former Administrator, US EPA**

"The future of our country and our children's world depends on getting society on a sustainable track with regard to both energy needs and environmental requirements. It is up to corporate leaders to meet this challenge, and **Green to Gold blazes a trail** for businesses of all kinds to follow." - **Michael Morris, CEO, American Electric Power**

THE AUTHORS



Daniel C. Esty is the Hillhouse Professor of Environmental Law and Policy at Yale University and is the Director of the Yale Center for Environmental Law and Policy and the Center for Business and Environment. A former official of the U.S. EPA, Dan is also Chairman of Esty Environmental Partners, and consults for multi-national corporations including Coca-Cola, Unilever, Shell, and a dozen other Fortune 500 companies.



Andrew Winston is the founder of Winston Eco-Strategies, works with leading companies, directed the Corporate Environmental Strategy at Yale University. Andrew held executive positions with P&L, start-ups, "dot-coms", the Boston Consulting Group, Time Magazine, MTV, VHI and an online arm of a national retailer.

YALE CENTER FOR ENVIRONMENTAL LAW & POLICY

205 Prospect Street, New Haven, CT, 06511, USA

T: 203.432.3132 F: 203.432.6597 www.yale.edu/envirocenter