



Summary: Green to Gold - Daniel Esty and Andrew Winston: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage

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Complete summary of Daniel Esty and Andrew Winston's book: "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage".

This summary of the ideas from Daniel Esty and Andrew Winston's book "Green to Gold" shows how the environment is no longer a fringe interest - it has now moved to center stage in terms of developing and executing a solid, sustainable business strategy. In their book, the authors explain how environmentalism is now an essential element of business strategy and companies are not acting because they are forced by law, but because there is actual potential to monetize society's interest in eco-friendly products and companies. This summary will teach you how to build a profitable and stronger business by helping to create a healthier planet.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Green to Gold" and discover how you can make your company greener and make bigger profits at the same time.

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