

# Green to Gold, by Daniel Esty and Andrew Winston

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a cup of pens. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A 'Write My Essay!' button is present. A 'Calculate the price' widget is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', a dropdown for 'Essay (any type)', 'College', and '2 weeks', a word count of '1 page / 275 words', and radio buttons for 'Double spaces' (selected) and 'Single spaces'. The price is '\$11.4' with a flame icon, and a 'Write My Paper' button is at the bottom. Below the banner, three review widgets are shown: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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Daniel C. Esty, a professor at Yale University and Director of the Center for Business and the Environment at Yale, is a corporate environmental strategy specialist. With twenty years of experience, in the early 1990s Esty worked for the U.S. Environmental Protection Agency. He is now a Chairman of the Esty Environmental Partners. Meanwhile, Andrew S. Winston is a world-renown environmental advisor. Previously working for Boston Consulting Group, Time Warner and MTV, Andrew Winston shares the advantages of green business with audience around the world as a professional speaker. Together, they researched on forward-looking organizations establishing eco-advantage and their successful strategies.

Introduction

As world population increase, the need to manage resources becomes crucial for continuation of life. Although the earth's carrying capacity is unknown, it is anticipated that non-renewable resources will soon be far-gone and renewable resources will ultimately be used up. Certain lifestyle adjustments could stave off the ominous peril. Not only that, companies that incorporate green strategies can also benefit from adopting green business model. In recent years, the number of Green Wave Riding corporations has been ever increasing. More and more companies realize that the environment has a critical role in providing natural capital, thus mismanaging it can lead to lost of value and brand reputation damage. Industries of today have changed their operations into more sustainable ways. Daniel C. Esty Andrew Winston brought up this

issue in their book “Green to Gold” by interviewing business leaders around the world combined with their own experience in the industry. With concrete examples of large corporations like Johnson & J..... middle of paper .....ely an option, but a necessity to achieve competitive advantage over time. Highlighting top corporations having profitably integrated environmental thinking into business practice, Green to Gold is to be on every businessman reading list. With emphasis on key points, examples, problems and the solutions, Green to Gold applies for everyone seeking to find an exclusive niche in the marketplace. It is a serious read that serves as a guideline principles and methods to transform short-term ecological benefits into continuing intangible gains for the company. The use of this book is highly recommended in institutions like universities, business, and hospitality course. Works Cited Esty, D. C., & Winston, A. S. (2009). Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. Hoboken, N.J: Wiley.

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