



The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function

Daniel C. Esty, P.J. Simmons

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"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.



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