

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

By 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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Editorial Review

Review
a treasure trove of information and knowledge on sustainability Quality World

Review
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, CE-Yo 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

From the Inside Flap
Whether you are a climate-change skeptic or an ardent 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.

Building on the bestselling book *Green to Gold* by Dan Esty and Andrew Winston, *The Green to Gold Business Playbook* tells how to put sustainability considerations into practice for competitive advantage. While Green to Gold explained why every business needs a sustainability strategy, the Playbook spells out how to achieve an Eco-Advantage. This concrete guide shows the way to sustainability for companies of any size in any industry.

Filled with essential tools and real-world examples, the *Playbook* gives job-specific advice that can be read selectively or from cover to cover. Whether you're a CEO or a team leader, you'll get step-by-step guidance on how to:

- Cut costs and increase profit margins by driving greater efficiencies in buildings and facilities, information technology, manufacturing, supply chain and logistics, and more
- Grow revenues by designing and marketing environmentally superior goods and services that meet your customers' desires for energy efficiency, reduced pollution, and healthier products
- Build your brand and image by connecting with the values and rising expectations of consumers, employees, and other key stakeholders
- Identify and reduce regulatory risks across your value chain

Failing to stay on top of sustainability trends will hurt your company. But implementing an Eco-Advantage strategy could vault you into industry leadership with huge revenue gains and unmatched customer loyalty. *The Green to Gold Business Playbook* will tell you everything about the how of sustainability. The only question you'll have left is when.

Users Review

From reader reviews:

Donald Hamann:

People live in this new moment of lifestyle always aim to and must have the extra time or they will get great deal of stress from both daily life and work. So , when we ask do people have free time, we will say absolutely sure. People is human not just a robot. Then we consult again, what kind of activity are there when the spare time coming to an individual of course your answer can unlimited right. Then do you try this one, reading guides. It can be your alternative in spending your spare time, typically the book you have read will be The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function.

Laura Grier:

Playing with family in the park, coming to see the coastal world or hanging out with pals is thing that usually you will have done when you have spare time, after that why you don't try factor that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function, you may enjoy both. It is fine combination right, you still need to miss it? What kind of hang type is it? Oh occur its mind hangout men. What? Still don't buy it, oh come on its referred to as reading friends.

Emily Scott:

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Bobbie Freeman:

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