



Profit and the Environment: Common Sense or Contradiction? (Society of Investment Professions)

Hilary Stone, John Washington-Smith

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How companies are staying in the black-by going green

Adopting "green policies" is now essential to maintaining a company's healthy public image, and their bottom line. No longer a "fringe" issue, adhering to policies that protect the environment is also a matter of law. Companies that seriously violate environmental regulations are prosecuted, their reputations and share value damaged. Written by a former environmental lawyer and an environmental consultant, this informative book explains the benefits obtained through a sound environmental policy and how to finance environmental strategies that will favorably impact the bottom line. Complete with case studies of major companies (such as Shell and BP) as well as international examples, this book presents expert, up-to-date advice on how an environmental policy can be successfully managed to benefit both the company and investor alike.

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