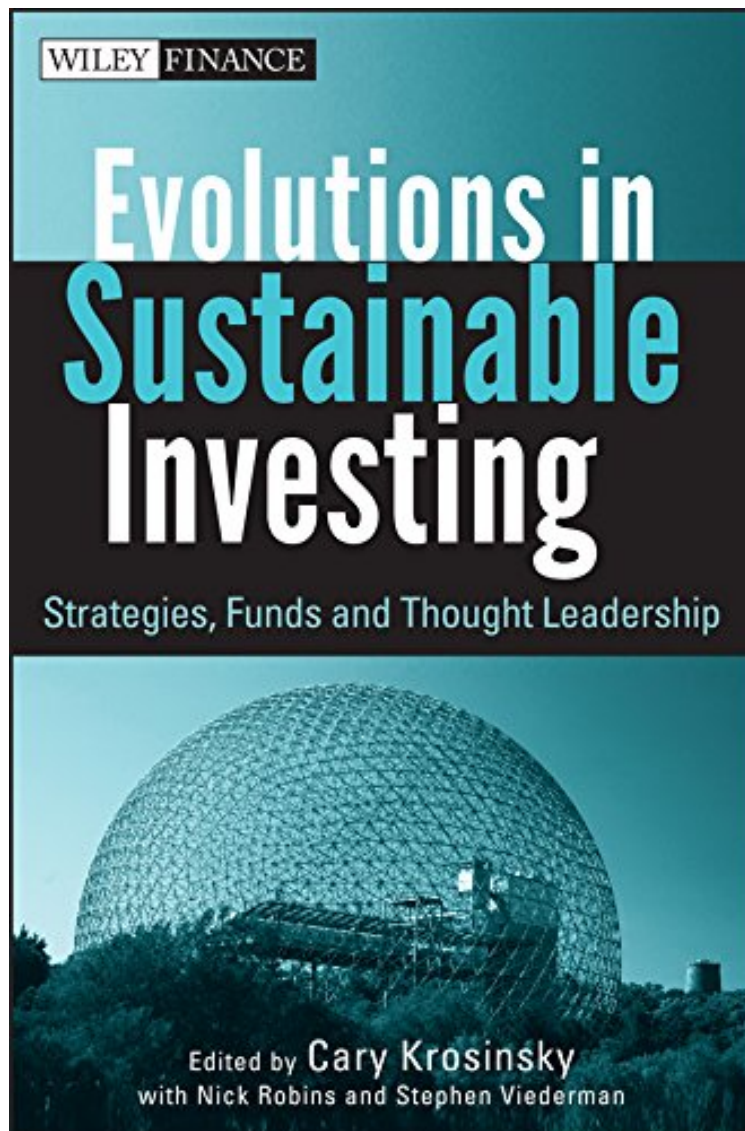


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## **Evolutions in Sustainable Investing: Strategies, Funds and Thought Leadership (Wiley Finance)**

*Cary Krosinsky, Nick Robins, Stephen Viederman*  
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**Cary Krosinsky, Nick Robins, Stephen Viederman : Evolutions in Sustainable Investing: Strategies, Funds and Thought Leadership (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Evolutions in Sustainable Investing: Strategies, Funds and Thought Leadership (Wiley Finance):

0 of 0 people found the following review helpful. I was expecting more. It reads as a high-level ...By CustomerI was expecting more. It reads as a high-level account of sustainable investing asset managers. While informative the

chapters just seem to be stuck together without much logical progression. The chapter on statistics seemed rambling, out of place and almost incoherent. The book could almost be split into a series of essays or overviews and not much would be lost. Informative, but I was expecting more!

Sustainable Investing is fast becoming an essential method of generating long-term returns, moving beyond the negative approaches to socially responsible investing that have dominated the field. This book, our second on the subject, provides over 15 case studies of leading global investors and companies demonstrating how they successfully apply sustainability aspects to their core strategies. Learn from prominent thought leaders Dan Esty and Paul Hawken among others who have contributed key chapters. Our chapter on performance shows clearly how these strategies have been working once negative approaches are parsed out by those examining fund returns. This book also examines in great depth what data exists, and what's on the horizon, to best measure capture sustainability successfully. Regional perspectives, including 3 chapters on Asia, and focuses on Canada, Australia, Africa India are also included, as is a look across asset classes. Sustainable Investing, when performed with a positive perspective, has been outperforming the mainstream, unlike negative approaches designed to match benchmark returns. From eco-efficiency to sustainability-driven innovation and beyond, investors of all shapes sizes need to know how best to position themselves for the radical market shifts underway.

A genuinely comprehensive account...a clear road map for beginners and experienced investment practitioners alike

Ethical Corporation

From the Inside Flap

Do global changes make it feel as though you need to be psychic to know what the future holds for your investments? Learn how you can stay ahead of the curve by identifying the "predictable surprises" of investing to achieve the success you strive for. Evolutions in Sustainable Investing reveals the tools needed to anticipate market trends, adopt investing methodologies geared for long-term risks, and capitalize on the unique opportunities facing the global economy. Edited by renowned investment thought leader Cary Krosinsky and featuring contributions from international experts in the field of so-called socially responsible investing (SRI), this forward-thinking book provides real-world guidance on how to deliver attractive risk-adjusted, as well as opportunity-directed, returns across asset classes and regions. Brimming with interviews from leading practitioners, Evolutions in Sustainable Investing explores the best sustainable investment practices, with a look at: How the leading U.S.-based SRI managers are moving towards more advanced ways of investing Perspectives on regional differences, with three chapters on Asia, and glimpses at Canada, Australia, Africa, and India How established fund managers embed sustainability in North America Macro issues including potential for indexes, private equity, and performance Guiding you through the ins and outs of investing in this volatile present day world, Evolutions in Sustainable Investing gives concrete advice on predicting the new business megatrend of sustainability. This book will help position you as an investor to understand and harness the radical, transformational opportunities in technology and society that are developing to help solve problems using sustainability. Observe strategies and systems needed to gain advantages through sustainability. Adapt to the times, transform your own strategy, and create progress for the future within your portfolio and in general. Do it all with the guidance found here in Evolutions in Sustainable Investing.

From the Back Cover

Praise for Evolutions in Sustainable Investing "If we're to shift our financial systems to support economic, social, and environmental prosperity, we'll need a new generation of professionals who understand how sustainability aligns with superior financial returns. Evolutions in Sustainable Investing brings together the best of that mind-set from the pioneers and leading lights of the field. This is a rich and rewarding road map for anyone seeking to achieve long-term investment success." —Joel Makower, Chairman and Executive Editor, GreenBiz Group, and author of Strategies for the Green Economy "A comprehensive, multifaceted examination of the underpinnings of one of the most hopeful new developments in our troubled financial community today." —Steve Lydenberg, Partner, Strategic Vision, Domini "This book is full of illuminating insights about the development of sustainable investing in recent years, and points to directions and opportunities for the future. It captures the latest lessons from the front line of efforts to integrate sustainability into investment practice. But it also goes several steps further, exploring some of the social, psychological, and institutional dimensions of the challenge of building an investment system that is aligned with sustainability. This is where the frontier of thinking, experimentation, and learning will lie in the coming years. This book is a very valuable contribution to this evolution." —Rob Lake, Director of Strategic Development, Principles for Responsible Investment "More and more investors realize that sustainable investment approaches can lead to better risk-adjusted financial returns and promote sustainable business practices and solutions. By combining the perspectives of some of the world's leading thinkers and practitioners in the sustainable investing domain, this book provides the reader with a thorough understanding of how sustainable investing can be done in practice." —Bernd Jan Sikken, Programme Director Finance and Sustainability, Duisenberg School of Finance; coauthor of Financing Sustainability