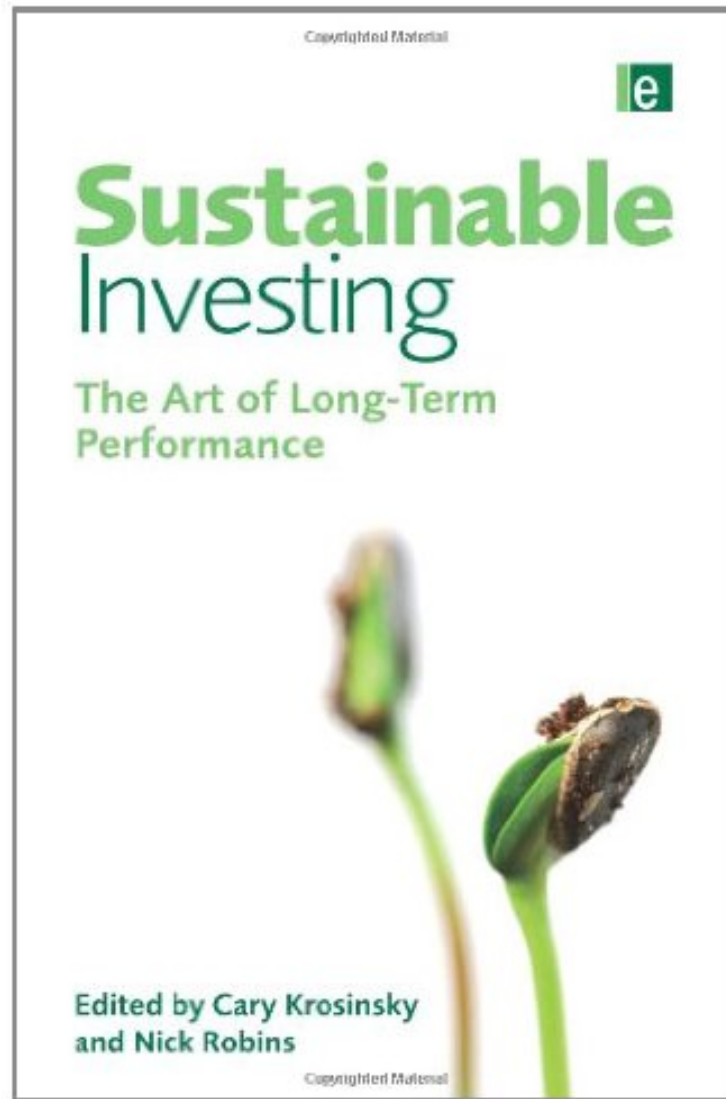


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Sustainable Investing: The Art of Long-Term Performance

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3 of 7 people found the following review helpful. Embarking on the Sustainable Investing Journey By Hank Boerner "Sustainable Investing" - "Sustainable and Responsible Investing" SRI - "ESG Investing" -- no matter the title of the approach, this book will help you learn what you need to know to chart your course in the search for (yes, long-term) sustainable investments. There are 20+ experts contributing solid material to this book, edited by Cary Krosinsky and Nick Robins, two solid hands in SR investing. These include Steve Viederman, a long-time SRI

portfolio manager and Steven Lydenberg, who at KLD helped to pioneer the style. You will learn what you need to know about the style, or discipline or approach (whatever you deem it to be, so much of this is still new to mainstream investors) to Sustainable and Responsible Investing (my choice for best description of the approach). As of year end 2009 there were \$3.1 trillion invested through the SRI approach -- that's more than hedge funds manage. Is this an approach for you? The book will help you decide -- and chart your own course.² of 11 people found the following review helpful. Sustainable Investing By Jayne Fleischner A fascinating and well-written book by experts in the field. People should read this book.

Sustainable Investing is fast becoming the smart way of generating long-term returns. With conventional investors now scrambling to factor in issues such as climate change, this book captures a turning point in the evolution of global finance. Bringing together leading practitioners of Sustainable Investing from across the globe, this book charts how this agenda has evolved, what impact it has today, and what prospects are emerging for the years ahead. Sustainable Investing has already been outperforming the mainstream, and concerned investors need to know how best to position themselves for potentially radical market change.

'Buy and read this book. Without it, you are playing yesterday's game.' Robert A. G. Monks 'Sustainable Investing is a good read for managing your portfolio.' Nature 'A sophisticated overview of many of the most important issues in sustainable investing. It should be required reading for anyone with a serious interest in the great work of marrying ecology and economy in the service of life.' Environmental Grantmakers Association Journal 'There is no recognised discipline called sustainable investing. Rather, there are swathes of new emerging asset classes from water to carbon that can no longer be ignored. The strength of this book is that it brings specialist voices to bear on all of those emerging niches, from private equity to carbon trading.' CNBC European Business 'Offers answers to questions the whole world is asking.' Alan Petrillo, The KLD Blog 'Krosinsky and Robins have collected essays by some of the brightest minds of the sustainable investing movement.' Anne Moore Odell, Social Funds 'Essential reading, whether you are an investor, a CEO or simply someone wanting to enjoy both a pension and a world fit for future life.' John Elkington, co-founder of ENDS, SustainAbility and Volans, and co-author of The Power of Unreasonable People 'A significant contribution to a rapidly growing field ... This is a must-read book for practitioners and investment analysts alike.' Gordon L. Clark, Oxford University 'This book richly deserves to be read by everyone in the investment community - and many beyond.' Rob Lake, APG Investments, The Netherlands 'This book is a good resource for a fairly broad audience from investment analysts to CEOs to concerned citizens wanting to understand how investment incentives can be used to impact positive change.' World Future 'Accessible to all readers, Sustainable Investing provides a good overview of the topic, along with investing strategies and opportunities.' E.C. Erickson, California State University, Stanislaus, USA 'Someone interested in valuable information and ideas at the current frontiers of Sustainable Investing may well find many interesting chapters in this book.' Social and Environmental Accountability Journal About the Author Cary Krosinsky is a long-standing expert on the intersection of equity ownership and Sustainable and Responsible Investing, and is now Vice President, North America of Trucost Plc. He was named one of the 2010 Top Thought Leaders in trustworthy Business Behavior by Trust Across America. Nick Robins, former Head of SRI research and SRI funds at Henderson Global Investors, is now Head of the HSBC Climate Change Centre of Excellence.