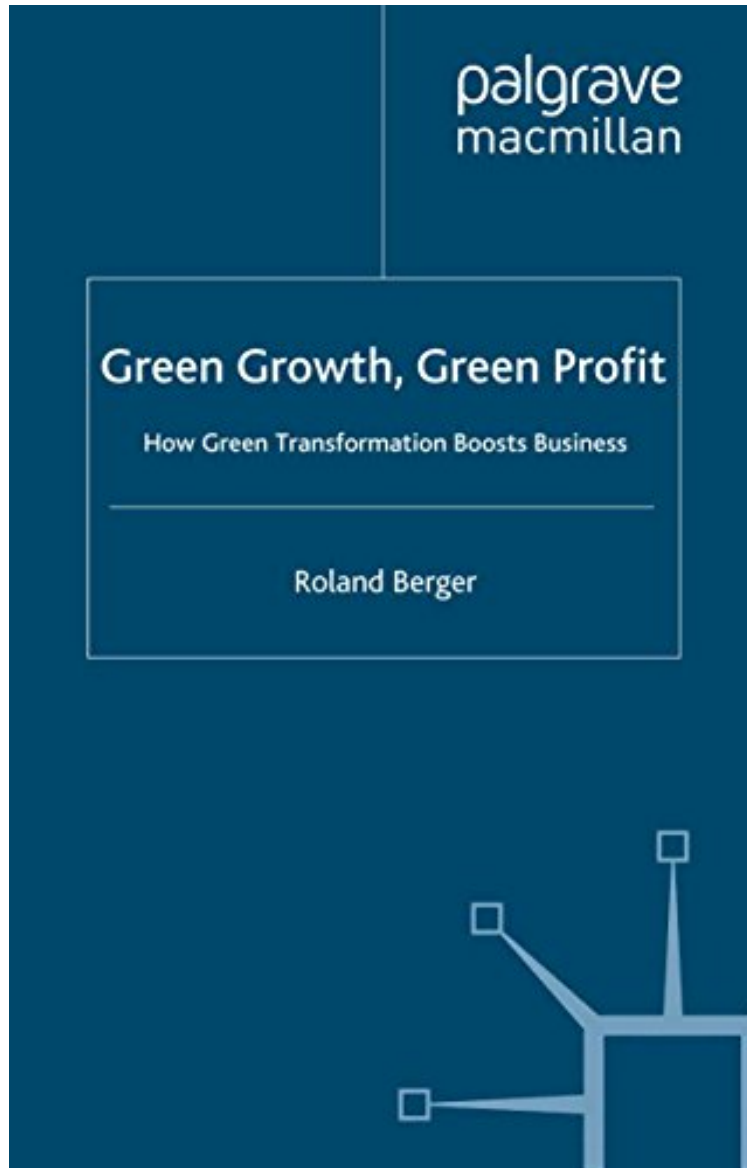


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Green Growth, Green Profit: How Green Transformation Boosts Business (International Management Knowledge)

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Roland Berger Strategy Consultants GmbH : Green Growth, Green Profit: How Green Transformation Boosts Business (International Management Knowledge) before purchasing it in order to gage whether or not it would be worth my time, and all praised Green Growth, Green Profit: How Green Transformation Boosts Business (International Management Knowledge):

2 of 2 people found the following review helpful. Great book about green business By Mr. Robb Nowadays nothing is more important than thinking green. Especially the business world is facing huge challenges to work sustainable and to stop the progress of destroying the earth. The Roland Berger Strategy Consultants published a book about these topic: "Green Growth, Green Profit" is about the green transformation and how companies and countries can work sustainable and successful at the same time. This book has an interesting basic approach, because it's subdivided into three parts. The first part is a theoretical part about the challenges, the present and the future of the most important topics in green business. The second and the largest part deals with practical examples and describes the development of green business in certain countries. For example that Germany is the greenest of all countries and why the USA got the chance to reinvent itself. The third part is about financial topics like investing, funding and developing in the future. This three parts are also subdivided. The authors of the articles are experts in green business and are speaking of their own experience. This highlights the book in the mass of literature which has been recently published about green business. This qualified book is recommendable for all readers, who care about business, green business and the future of the world economy. The authors depict these complex challenges and the as-is state in a very comprehensive and elaborate way. 5/5 from me, because this book succeeds in the balancing act of describing a complex topic in comprehensible words! 2 of 2 people found the following review helpful. The world's most important challenge in one book By Simon Sustainability. This word is maybe the most important word when it comes to discussions about the present and the future of the world's economy. And it's not easy for companies to remain focused and what's important and what has to be shut down. The book "Green Growth, Green Profit" qualifies itself as a guide to navigate managers through the tectonic shift which is taking place in the business world. And I think, they are right with that self qualifying. This book is a very good navigator in a new world of economy. The book is composed of articles, which are classified in a theoretical part, which deals with the most important challenges the economy has to face, a practical part which shows how certain countries handle the green transformation and a forward-looking part, which focuses on the financial side of green business. The articles are written by several experts, which are experienced in the topics of their articles. The articles are dealing with complex topics, but the authors succeed in explaining them in a comprehensive and qualified way. The reader feels in every minute, that the authors have much knowledge in their fields of work. In summary, this book holds its promises. Companies gain a good insight, how products and processes can be redesigned and how economic sustainability can be achieved. The idea, that many authors describe all facets of a topic, is in my opinion the best way to explain such a complex and important topic.

Green business is here. It is a multi billion business with enormous growth potential, driven by megatrends such as demographic change, climate change and urbanization. It is driving the transformation of existing businesses and changing the way customers and suppliers act, forcing them to rethink their business strategy.

'Resource scarcity and climate change are becoming increasingly important for security policies. This book shows how both industrialized and emerging countries can contribute to the responsible handling of limited raw materials and thereby help prevent future international conflicts.' Professor Dr Friedbert Pflüger, Director, European Centre for Energy and Resource Security (EUCERS), King's College London 'The book shows that green growth has long since been a reality in all of Germany's industries. With 16% of the world markets for green technologies and products, German companies are leaders in this area and thereby make a major contribution to global environmental and climate protection.' Dr Werner Schnappauf, Director General and Member of the Presidential Board of the Federation of German Industries (BDI) 'The global economic model is undergoing fundamental 'green' transformations with unprecedented speed and scale. The world's economic landscape and national strengths would be reshuffled under the 'green economy'! Presenting a detailed and in-depth account of the current conditions and outlook of the 'green economy', the book is of strategic significance to readers interested in the area!' Zhang Xingsheng, Managing Director, North Asia, The Nature Conservancy About the Author ROLAND BERGER STRATEGY CONSULTANTS, founded in 1967, is one of the world's leading strategy consultancies. Roland Berger Strategy Consultants recruits, develops and retains the most outstanding analytical and creative minds, fostering their development in a way that enhances their value to our clients, to themselves and to the firm. The organization publishes the market leading think:act executive magazine, presenting new perspectives on top issues for CEOs. They have since developed the think:act International Management Knowledge, book series.