

The New Key to Profitability is Green

Praise for *Investing in a Sustainable World*:

“Matthew Kiernan has redefined global thinking around sustainable finance and responsible investment. Kiernan's magic, as this book gives fine witness to, is based on a deep intellect, the confidence to continually challenge the investment status quo and the ability to see fundamental changes in the markets well in advance of the mainstream.”

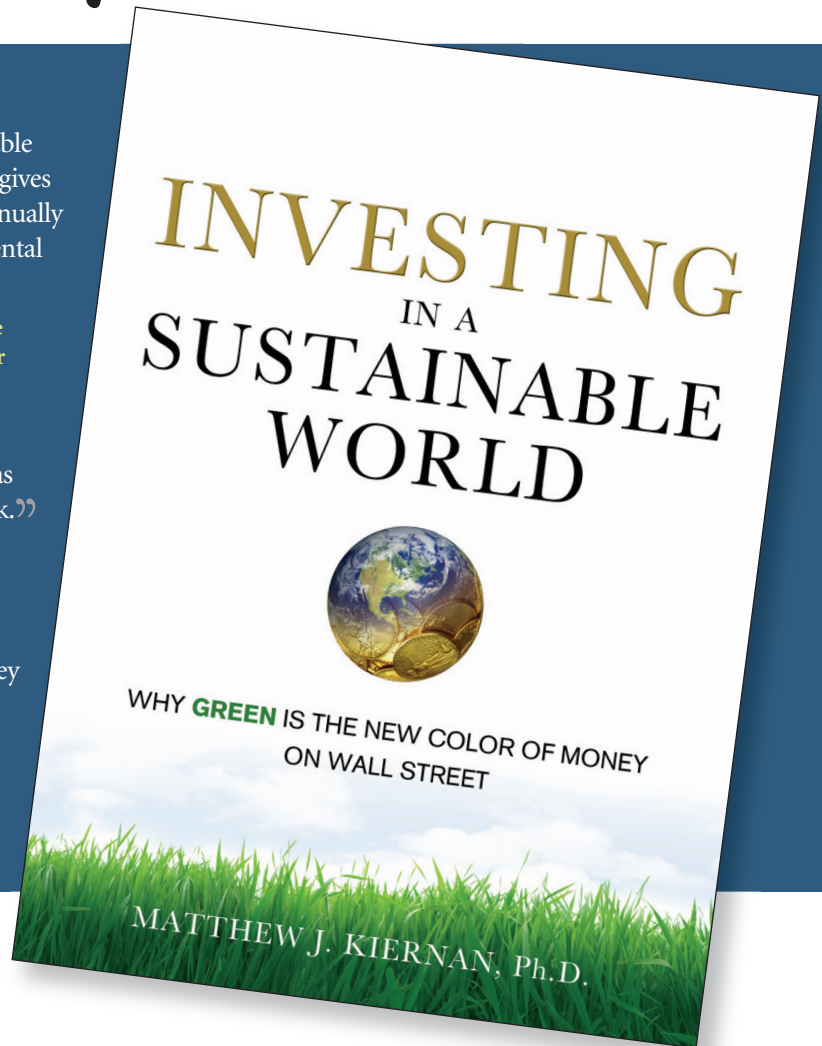
—Paul Clements-Hunt, Head, United Nations Environment Programme Finance Initiative (UNEP FI), Member of the Board, UN Principles for Responsible Investment (PRI)

“Provides a compelling rationale for Wall Street to consider environmental and social criteria, not as afterthoughts but rather as core considerations in our investment decision-making framework.”

—Abyd Karmali, Managing Director, Global Head of Carbon Markets, Merrill Lynch

“Why should savers watch passively as their nest eggs shrink? Matthew Kiernan's sparkling, breakthrough book explains why they don't have to — and how they can protect — and even expand — their investments.”

—Dr. Stephen Davis, Project Director and Senior Fellow, Millstein Center for Corporate Governance & Performance, Yale School of Management



Matthew J. Kiernan, Ph.D., is Founder and Chief Executive of Invest Strategic Value Advisors, Inc., an internationally respected sustainability investment research

firm. He previously served as Director of the World Business Council for Sustainable Development. In 2009, Dr. Kiernan will speak for the fourth time at the prestigious World Economic Forum in Davos, Switzerland.

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For business and investors, the smart money is going green, and the growing movement toward ecologically forward-thinking companies is quickly becoming bigger and bigger.

Investing in a Sustainable World offers clear proof, through facts, figures, and hard documentation, that “going green” leads directly to better stock market performance, and that investors and companies who ignore it will, in fact, lose money. The book reveals the most powerful global megatrends, from the ongoing focus on emerging markets to natural resource depletion, which are transforming the very basis on which companies will compete, and offers an approach to sustainability-enhanced investing beneficial to both investors and companies.

Revolutionary and backed by undeniable statistics, this book shows the clear link between sustainability initiatives and clear-cut profitability.

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