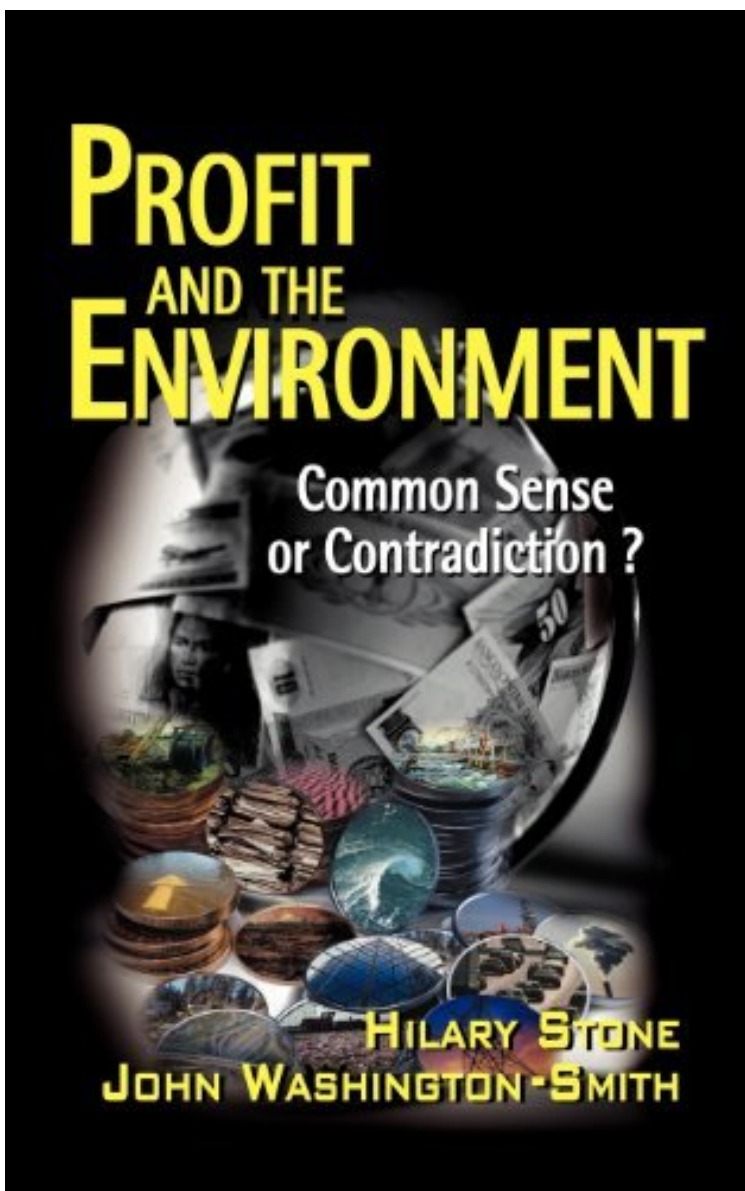


[Mobile ebook] Profit and the Environment: Common Sense or Contradiction? (Society of Investment Professions)

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

*Hilary Stone, John Washington-Smith*  
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and all praised Profit and the Environment: Common Sense or Contradiction? (Society of Investment Professions):

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.

From the Inside FlapAs shareholders and governments demand higher environmental standards from companies, so it is necessary for directors and financiers to become more aware of the issues involved. Similarly a company's policy also impacts on the share price and therefore also on investors. This book discusses the consequences of companies' environmental policy in a clear, concise manner. The authors place the issues in an historical context before proceeding to describe the effect this has on present corporate thinking. How the environment impacts on policy is also described. The authors use an easy to follow, step by step approach, backing their arguments with case studies of major multinational companies. The book features the following issues: \* The environment \* The rapid development of environmental law \* Reputational issues \* Environmental accounting and reporting \* Socially responsible investing \* The sustainable company \* How to identify a strong performer

From the Back CoverIn recent years it has been recognised that stronger environmental regulation of trade and industry has been required. Both the US and European Union have put in place new stringent controls on business. This coupled with increased public pressure has meant that companies now have to pay greater attention to environmental issues. This is especially true as the public perception of a company will affect greatly its share price. This book describes the issues surrounding business practice and the environment, both for corporate directors and for investors.

About the AuthorHILARY STONE is a specialist in environmental law. Originally a lawyer in private practice specialising in advising corporate clients on environmental issues, she currently lectures at the Centre for Environmental Research, Brunel University . JOHN WASHINGTON-SMITH is an independent environmental consultant specialising in environmental management, auditing and training. He was previously the RAF's head of environmental policy, which gave him considerable experience of managing both environmental and public relations issues.