

Natures Fortune How Business And Society Thrive By Investing In Nature

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In Nature's Fortune, Mark Tercek, CEO of The Nature Conservancy and former investment banker, and science writer Jonathan Adams argue that nature is not only the foundation of human well-being, but also the smartest commercial investment any business or government can make. The forests, floodplains, and oyster reefs often seen simply as raw materials or as obstacles to be cleared in the name of progress are, in fact as important to our future prosperity as technology or law or business ...

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The answer to this question -- which traditionally has been framed in environmental terms -- is revolutionizing the way we do business. In Nature's Fortune, Mark Tercek, CEO of The Nature Conservancy and former investment banker, and science writer Jonathan Adams argue that nature is not only the foundation of human well-being, but also the smartest commercial investment any business or government can make.

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In his new book "NATURE'S FORTUNE: How Business and Society Thrive by Investing in Nature" (Basic Books | April 2013), Tercek, along with conservation biologist Jonathan Adams, argues that economic growth and environmental stewardship are not mutually exclusive, and that in fact, saving nature is the smartest commercial investment any business or government can make.

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In Nature's Fortune, Mark Tercek, CEO of The Nature Conservancy and former investment banker, and science writer Jonathan Adams argue that nature is not only the foundation of human well-being, but

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The business community is coming to understand the value – and the necessity – of protecting the environment. Now, the environmental community needs to talk about nature using the language of business: assets, risks, and innovation. Nature's Fortune is the guidebook that can move environmentalism to this next level."

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Nature's Fortune (2013) challenges our views on economic development and the environment. Drawing on research about the ways we work with and against nature, nature lover and former investment banker Mark Tercek presents a compelling case for investment in green infrastructure, and shows us how economic growth and conservation can benefit each other.

~~Nature's Fortune by Mark R. Tercek and Jonathan S. Adams~~

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