

Natures Fortune Business Society Investing

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Summary:

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Nature's Fortune: How Business and Society Thrive by ... 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. Nature's Fortune - islandpress.org Nature's Fortune: How Business and Society Thrive by Investing in Nature by Mark Tercek For the aspiring CEO in your life who drools at phrases like "rates of return" and "investment," share the gift of Nature's Fortune, an essential guide to the world's economic (and environmental) well-being. NATURE'S FORTUNE: How Business and Society Thrive by ... NATURE'S FORTUNE: How Business and Society Thrive by Investing in Nature By Mark Tercek and Jonathan Adams By breaking conservation down into dollars and cents, Mark Tercek shows that economic growth and environmental sustainability are not mutually exclusive goals.

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