Contents

Acknowledgments, 000
Preface, 000
Introduction: The Environmental Lens, 000

Part One. Preparing for a New World

1 Eco-Advantage, 000
   Issues and opportunities for business in an environmentally sensitive world

2 Natural Drivers of the Green Wave, 000
   Environmental problems and how they shape markets

3 Who’s Behind the Green Wave? 000
   Stakeholders and the power they wield

Part Two. Strategies for Building Eco-Advantage

4 Managing the Downside, 000
   Green-to-Gold Plays to reduce cost and risk
Contents

5 Building the Upside, 000
   Green-to-Gold Plays to drive revenues and create intangible value

Part Three. What WaveRiders Do

6 The Eco-Advantage Mindset, 000
   Looking through an environmental lens

7 Eco-Tracking, 000
   Understanding your company’s environmental “footprint”

8 Redesigning Your World, 000
   Designing for the environment and “greening” the supply chain

9 Inspiring an Eco-Advantage Culture, 000
   Creating an organizational focus on environmental stewardship

Part Four. Putting It All Together

10 Why Environmental Initiatives Fail, 000
    Pitfalls to avoid on the way to Eco-Advantage

11 Taking Action, 000
    Execution for sustained competitive advantage

12 Eco-Advantage Strategy, 000
    Key Eco-Advantage plays, tools, and plans

Appendix 1: Additional Resources, 000

Appendix 2: Methodological Overview, 000

Appendix 3: Most Relevant Principles and Tools for Each Green-to-Gold Play, 000

Notes, 000

Index, 000