# 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

#### **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