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Investing ...

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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Nature's Fortune: Jonathan Adams, Mark Tercek, Clinton

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The Nature Conservancy in 2008, Tercek has expanded the breadth of collaboration with businesses, providing “living labs” to study what happens when sound science is paired with sound business strategies. In NATURE’S FORTUNE, Tercek draws on these findings as well as other success stories from around the

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Once leaders learn how to account for nature in financial terms, they can incorporate that value into the organization's decisions and activities, just as habitually as they consider cost, revenue, and ROI. A must-read for business leaders, CEOs, investors, and environmentalists alike, Nature's Fortune offers an essential guide to the world's economic, and environmental, well-being.

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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

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economic growth and conservation can benefit each other.

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

Nature's Fortune: How Business and Society Thrive by Investing in Nature Hardcover – Apr 9 2013 by Mark R. Tercek (Author), Jonathan S. Adams (Author)

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SOPHOMORES:Your summer reading assignment is “Nature’s Fortune- How Business and Society Thrive by Investing in Nature” by Mark R. Tercek and Jonathan S. Adams. Please read the book and answer the questions below in your composition book/journal. The questions are organized by chapter, so you may read a chapter then answer the question(s).

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