



## Nature's Fortune: How Business and Society Thrive by Investing in Nature

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By Mark R. Tercek, Jonathan S. Adams

The Perseus Books Group. Hardback. Book Condition: new. BRAND NEW, Nature's Fortune: How Business and Society Thrive by Investing in Nature, Mark R. Tercek, Jonathan S. Adams, What is nature worth? 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. 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 innovation. Who invests in nature, and why? What rates of return can it produce? When is protecting nature a good investment? With stories from the South Pacific to the California coast, from the Andes to the Gulf of Mexico and even to New York City, Nature's Fortune shows how viewing nature as green infrastructure allows for breakthroughs not only in conservation--protecting water supplies; enhancing the health of fisheries; making cities more...



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