



# Sustainability Strategies: When Does it Pay to be Green? (INSEAD Business Press)

*Renato J. Orsato*

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The request on managers to base eco-investments on solid grounds has never been so vital. They need to know what they should do first, and why. Should they focus on generating carbon credits via eco-efficiencies? Enhance corporate reputation by joining Green Clubs? Subscribe to eco-label programs? Explore emerging cleantech markets? Within the overwhelming possibilities, many spend precious resources without sound criteria.

By analyzing the rationales for sustainability strategies, this book addresses a timely question for managers, academics and MBAs: “when does it pay to be green?” Based on solid theoretical foundations and empirical research, it clarifies the elements involved in the formation and evaluation of sustainability strategies in firms, helping managers to prioritize eco-investments and transform them into sources of competitive advantage and new market spaces.

*Sustainability Strategies* delves particularly deep into the troublesome global auto industry. By identifying the roots of economic and environmental problems of the sector, the book shows how to develop Sustainable Value Innovation: the creation of differential value for customers and contribution to society at both, reduced costs and environmental impacts.

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