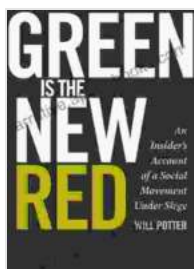


Green Is The New Red: The Rise of Sustainable Investing

Green is the new red. That's the message of a new book by environmental activist and investor Jeremy Grantham. In Green Is The New Red, Grantham argues that sustainable investing is no longer a niche market but a mainstream opportunity for investors to make money while ng good.



Green Is the New Red: An Insider's Account of a Social Movement Under Siege by Will Potter

★★★★☆ 4.5 out of 5

Language : English
File size : 812 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 314 pages



Grantham's book is a comprehensive guide to sustainable investing. He covers everything from the basics of ESG (environmental, social, and governance) investing to the latest trends in impact investing. Grantham also provides detailed profiles of some of the most successful sustainable investors in the world.

Green Is The New Red is a must-read for anyone who is interested in learning more about sustainable investing. Grantham's insights are clear and concise, and his passion for the subject is evident on every page.

What is sustainable investing?

Sustainable investing is a type of investing that considers the environmental, social, and governance (ESG) factors of a company before investing in it. ESG factors are metrics that measure a company's performance in these areas.

Sustainable investors believe that companies that are doing well in terms of ESG factors are more likely to be successful in the long run. This is because these companies are more likely to be resilient to environmental and social challenges, and they are more likely to be attractive to consumers who are increasingly interested in supporting companies that are making a positive impact on the world.

Why is sustainable investing important?

Sustainable investing is important for a number of reasons.

- **It can help you make money.** As Grantham points out in his book, sustainable investing is not just about doing good, it can also be a profitable investment strategy.
- **It can help you make a difference.** By investing in sustainable companies, you can help support companies that are making a positive impact on the environment and society.
- **It can help you reduce your risk.** Companies that are doing well in terms of ESG factors are more likely to be resilient to environmental and social challenges, which can reduce your investment risk.

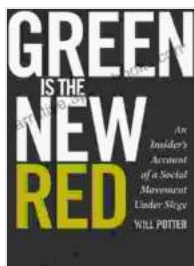
How can I get started with sustainable investing?

There are a number of ways to get started with sustainable investing. One option is to invest in sustainable mutual funds or ETFs. These funds invest in a portfolio of sustainable companies, which makes it easy for you to diversify your investments.

Another option is to invest in individual sustainable companies. You can research companies to find ones that are ng well in terms of ESG factors, or you can use a screening tool to help you find sustainable companies.

No matter how you choose to invest, sustainable investing is a great way to make a difference while also growing your wealth.

Green Is The New Red is a must-read for anyone who is interested in learning more about sustainable investing. Grantham's insights are clear and concise, and his passion for the subject is evident on every page. Whether you are a seasoned investor or just starting out, Green Is The New Red will help you understand the importance of sustainable investing and how to get started.

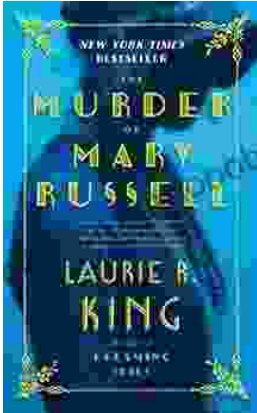


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