

Wastenomics



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The fresh perspective of WASTEnomics offers an important path toward improved environmental results across the world. Daniel C Esty Author Green to Gold WASTEnomics - turning waste liabilities into assets illustrates what every responsible corporation needs to know in order to manage the waste, resource and sustainability challenges facing our planet today. WASTEnomics provides strategic insights into product and process innovation to minimise waste and turn the liabilities of waste into assets. The contributors are key players who are driving important changes in the business models of their sectors and re-writing the rules of competition. Our era is one of necessary change in how individuals, businesses, financiers and governments view waste and our use of the planet's resources now and in the future. The principles outlined in WASTEnomics will revolutionise the way individuals view ownership of their waste and responsibility towards sustainable production and consumption. They will drive governments, including city and local authorities to adopt tougher air and water standards for their citizens. They will unlock our financing mechanisms towards more responsible and sustainable businesses and will influence how businesses design and produce goods in the future. WASTEnomics is essential reading for business, finance and investment executives at every level. It provides a strategic framework for the individual, business, investor and government to deal innovatively with the issue of waste and the use of our planet's resources. About the editors Dr Kenny Tang is founder Chief Executive Officer at Oxbridge Capital, leading experts in the low carbon and cleantech space. He writes regularly for the Financial Times and the Wall Street Journal. He is the author of The Finance of Climate Change - A Guide for Governments, Corporations and Investors (2005) and co-editor of Cut Carbon, Grow Profits (2007). Jacob Yeoh is an Executive Director of the construction division of YTL Corporation (a US\$5bn corporation in the power, construction, water and retail sectors). Jacob graduated with a Master's degree in engineering from Imperial College, London.

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