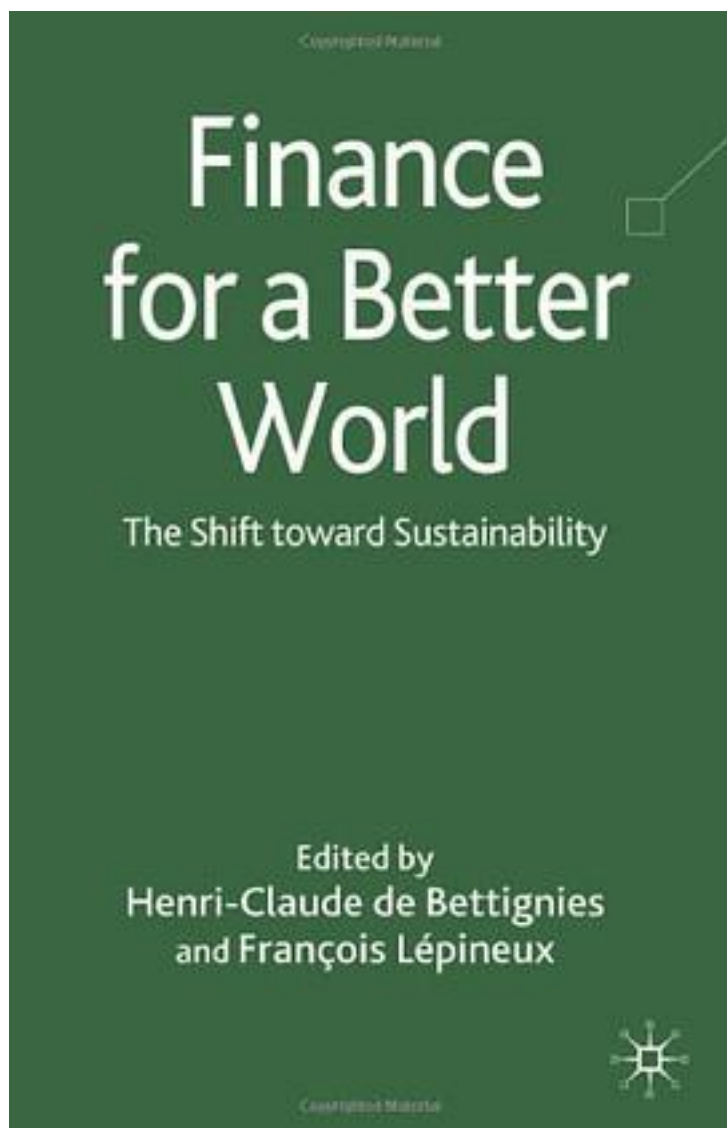


Finance for a Better World



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This book provides an overview of current advances regarding the integration of sustainability in the financial sector. Its originality lies in the fact that it does not focus exclusively on a particular aspect of this emerging trend, but instead, presents various illustrations -- for instance in the fields of SRI, sustainable banking or innovative investments -- of what can be considered as the beginning of a paradigm shift in global finance. Indeed, the different contributions show that the still-dominant logic of financial markets and institutions -- the search for short-term profits and the maximization of shareholder value -- is increasingly questioned by alternative views and practices, which can be observed in a number of activities and countries. Written by academics and practitioners, this forward-looking book suggests that a change in mindsets and behaviors could open new paths for financial actors in the future -- and even in the present, starting here and now.

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