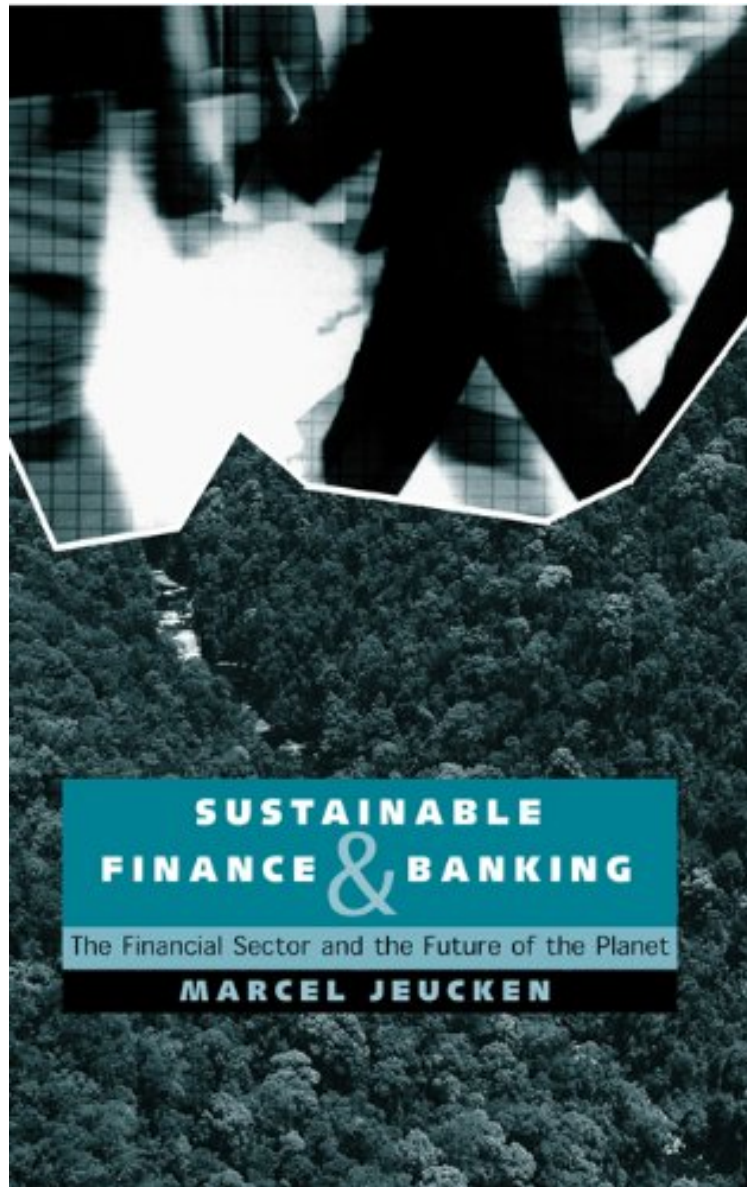


[Library ebook] Sustainable Finance and Banking: The Financial Sector and the Future of the Planet

Sustainable Finance and Banking: The Financial Sector and the Future of the Planet

Marcel Jeucken

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Marcel Jeucken : Sustainable Finance and Banking: The Financial Sector and the Future of the Planet before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sustainable Finance and Banking: The Financial Sector and the Future of the Planet:

0 of 0 people found the following review helpful. Full Story and moreBy James M. HughesMarcel Jeucken gives a

comprehensive review of the current state of affairs within the green area. He also gives plenty of qualitative evidence and information in this area. The book provides organizations who are taking the initiative in the area of finance and environment. Jeucken presents solid evidence and arguments that banking and finance can profit in sustainable and renewable development. I would highly recommend it for people and organizations who truly want to undertake a well thought out and effective commitment to the environment.

Banking and finance play a fundamental role in public policy and economic performance as well as in all forms of commerce and industry. They are crucial in determining whether society - from governments to individual consumers - succeeds in following an environmentally sustainable path. However, those working in the financial sector are largely unaware of the rationale and pressures for sustainable development and its bearing on their work, while those in the relevant research and policy areas commonly overlook how vital the financial sector is for progress. Marcel Jeucken sets out to rectify this state of affairs, in a style which is accessible to those with no experience of environmental finance issues. He provides a comprehensive account of their interdependence: why the financial sector is crucial to achieving sustainability and why the triple bottom line of commercial, environmental and social success points the way forward for banking. From a systematic assessment of major banks around the world, he presents a comprehensive account of current best practice, an analysis of the differences in approach and performance, and recommendations of actions and policies for improved performance that will contribute to sustainable development.

"Marcel Jeucken has been heralded as the first to provide a comprehensive and accessible book on the subject of sustainable finance and banking. One does not have to look far to find glowing commentaries that welcome the book as a much needed introduction to the subject...accessible yet intellectually challenging book...to read this book is a must for anyone working in this area of environmental banking whether a practitioner or academic. My recommendation would be look out for his doctoral thesis if this book is anything to go by the thesis should provide a very interesting read." -- Social Environmental Accounting, About the Author Marcel Jeuken is a senior economist at Rabobank Group in The Netherlands, where his research into the banking sector focuses on general banking trends and on sustainable banking in particular. This includes developing activities and financial products related to climate change. As a part-time guest-researcher at the Erasmus University, he is working towards a PhD in sustainability and banking. He has written numerous papers and is author and (co) editor of several books.