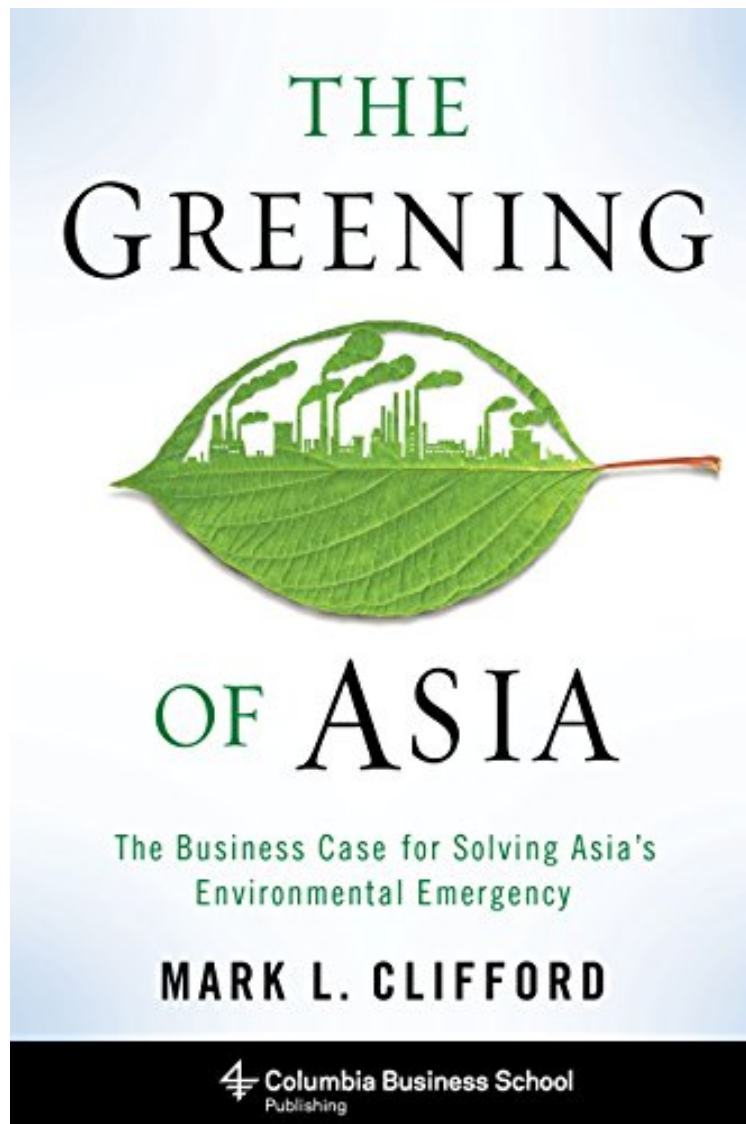


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## **The Greening of Asia: The Business Case for Solving Asia's Environmental Emergency (Columbia Business School Publishing)**

*Mark L. Clifford*

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**Mark L. Clifford : The Greening of Asia: The Business Case for Solving Asia's Environmental Emergency (Columbia Business School Publishing)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Greening of Asia: The Business Case for Solving Asia's Environmental Emergency (Columbia Business School Publishing):

2 of 3 people found the following review helpful. Near zero marginal cost of energyBy Walter B.An insight on the

path Asia is leading towards an (almost) free solar energy production, that will be determinant to a future free of fossil fuels and other problematic energy source choices, like nuclear and hydro. 1 of 2 people found the following review helpful. Mark Clifford makes his best book yet By Jeffrey Grauer Clearly the burning question in the environment is the air quality. This book gets into major pollution topic .. Mark Clifford has championed telling everyone about what's been happening that we can see.. 5 stars 5 of 5 people found the following review helpful. Powerful By Darren Ingram\_dot\_com Asia has a big problem with its environmental impact on our world. Whilst many countries in the West are doing their bit to reduce their climate footprint through various green initiatives, it can still feel rather one-sided when many Asian companies seemingly carry on regardless, with environmental concerns hardly their first priority. This fascinating book takes a highly focussed look at environmental issues in Asia and considers how the next possible business boom and ecological considerations in the region may be handled. The author considers what China, India, Japan, Korea, the Philippines, South Korea, Singapore and Thailand are doing to build businesses that will lessen the environmental impact of Asia's extraordinary economic growth. The West has been happy to have this region as its low-cost workshop, yet profit and possibly ignorance has got in the way. Many governments are now trying to stem the tide of poor air quality, dirty water and overcrowding and address the business and social problems that they cause head on. It is not going to be an overnight fix, yet the author contends that steps are being taken in the right direction. It requires more than just a government decree. Entire business models need to be changed. Individual attitudes must be modified and yes, in part, the West must also shoulder some responsibility. The book is clearly written with an academically focussed audience in mind, yet the publisher has priced this book so that even the interested generalist can afford it. It is a book that is capable of giving so much, dependent on its intended audience. We may be forgiven for thinking we know 'all' about the problems in Asia, yet in reality we are probably mostly ignorant. Imagine a village with no electricity, running water and more importantly no litter, the latter being due to its inhabitants being so poor that they can't afford to leave anything to waste. Things are not necessarily much better in 'first world' countries such as Singapore. Poor air quality and the weather does not respect sovereign territory and income, so Singaporeans were surprised and alarmed in 2013 to see their clean city blanketed by choking haze from fires in neighbouring Indonesia. This is not an isolated case. The author notes that Asia is the greatest economic success story in human history and this is capable of leading change, even though the economic expansion is putting extraordinary and often unsustainable pressures on the natural environment. So positive change is inevitable, even though there will be a lot of change to push through and a lot of cleaning up being necessary afterwards. However there is still a mass of contrasts that can feel hard to fathom. As the author notes, 'The Asian Development Bank says that 628 million people in Asia are still without electricity; this means that even in the countries participating in the world's great economic success story, one out of every five people is still living in a house without even a single electric light bulb. As the poor continue to rise out of poverty and as the population as a whole continues to grow, there will be an extraordinary strain on resources - water, food, fuel - and there is likely to be an increase in carbon emissions as well.' So it is definitely in the interests of the countries not to kill the goose that lays golden eggs. Wise businesses are alert to these necessary changes and can be ideally placed to benefit from the inevitable. It might not be too far-fetched to say that even if you have no business interests in this region, you still should be interested enough to read about what is happening here. After all, it has the potential to affect our entire world!

One of Asia's best-respected writers on business and economy, Hong Kong-based author Mark L. Clifford provides a behind-the-scenes look at what companies in China, India, Japan, Korea, the Philippines, South Korea, Singapore, and Thailand are doing to build businesses that will lessen the environmental impact of Asia's extraordinary economic growth. Dirty air, foul water, and hellishly overcrowded cities are threatening to choke the region's impressive prosperity. Recognizing a business opportunity in solving social problems, Asian businesses have developed innovative responses to the region's environmental crises. From solar and wind power technologies to green buildings, electric cars, water services, and sustainable tropical forestry, Asian corporations are upending old business models in their home countries and throughout the world. Companies have the money, the technology, and the people to act -- yet, as Clifford emphasizes, support from the government (in the form of more effective, market-friendly policies) and the engagement of civil society are crucial for a region-wide shift to greener business practices. Clifford paints detailed profiles of what some of these companies are doing and includes a unique appendix that encapsulates the environmental business practices of more than fifty companies mentioned in the book.

In this well-researched and ultimately optimistic account, Mark L. Clifford makes the case that environmental policies 'can and must be fixed' and gives us examples of companies that have worked to find private-sector solutions. In doing so, he sheds much-needed light on the workings and future of the region's efforts on the environment and on the need for governments to set clear rules so that business can do its part to solve the region's environmental crisis. (Joseph E. Stiglitz, Nobel Laureate in Economics) Picking up a copy of Mark Clifford's new book is a good way to start the New Year; [it] is a terrific reminder that innovation and a core commitment to sustainability can push change in

transformative ways. That gives us all something to celebrate in 2015. (Elizabeth C. Economy *Economy Asia Unbound*) With wisdom and insights sprinkled throughout, *The Greening of Asia* demonstrates that innovation and a core commitment to sustainability are beginning to build a greener prosperity in the world's fastest growing region.... A well-researched, hopeful book. (Doug Ogden *Asian of Books*) it is refreshing to see a clear-headed argument... that markets and greenery can go together. Asian companies, he says, are ready to clean up. (*The Economist*) *The Greening of Asia* is an easy read and is filled with anecdotes that make the stories come alive. They range from the humorous and light-hearted to the sobering to the downright horrifying, and serve as a reminder that the region is complex, multi-faceted and needs solutions that are as diverse. (Jean Chua *EcoBusiness*) Clifford is an astute analyst of the financial dilemmas at Asian companies that are either in "green" businesses or have visionary owners, as at Esquel and CLP, who want to adopt environmentally sustainable policies (Victor Mallet *Financial Times*) Thought-provoking. (Preeti Dawra *Mint Asia*) Essential reading for policy makers and business leaders considering the effects of climate change on Asia and the rest of the world, including the world's political landscape.... [*The Greening of Asia*] should be on the shelf of every library. (Choice) About the Author Mark L. Clifford is the executive director of the Hong Kong-based Asia Business Council. During his prize-winning twenty-five-year career in journalism, he served as editor in chief of the *South China Morning Post* in Hong Kong and held senior editorial roles at *BusinessWeek* and the *Far Eastern Economic*. He has lived in Hong Kong since 1992.