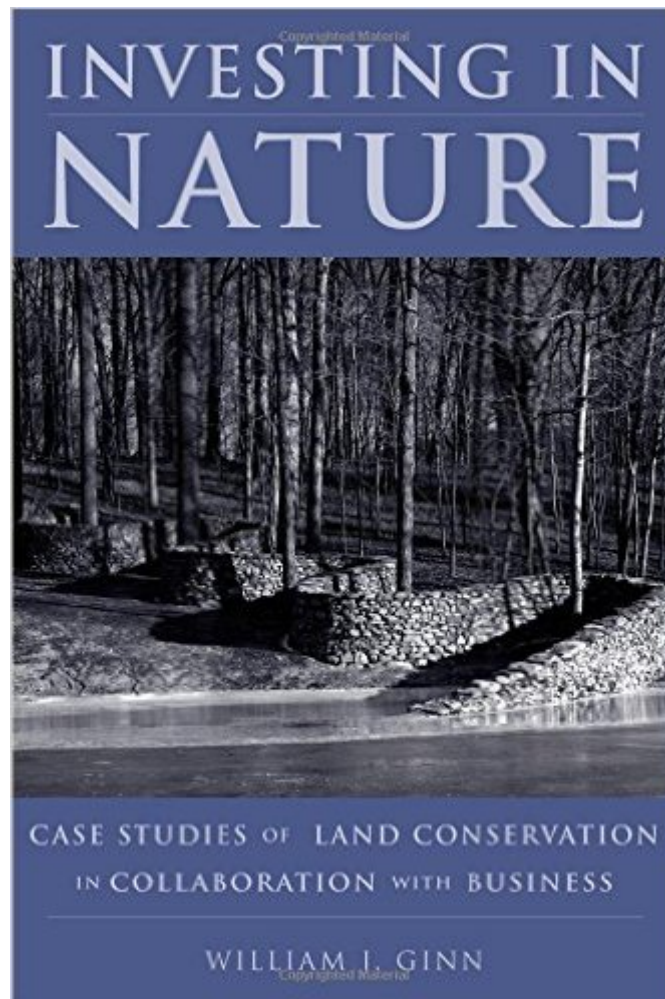


The book was found

Investing In Nature: Case Studies Of Land Conservation In Collaboration With Business



Synopsis

In 2004, U.S. consumers spent \$5.2 billion purchasing bottled water while the government only invested 5 percent of that amount to purchase critical watersheds, parks, and wildlife refuges-systems vital to clean water and healthy environments. How can we reverse the direction of such powerful economic forces? A group of dedicated business-people-turned-environmental-entrepreneurs is pioneering a new set of tools for land conservation deals and other market-based strategies. These pragmatic visionaries have already used these methods to protect millions of acres of land and to transform the practices of entire industries. They are transforming the very nature of conservation by making it profitable. Drawing on his vast experience in both business and land conservation at The Nature Conservancy (TNC), William Ginn offers a practical guide to these innovative methods and a road map to the most effective way to implement them. From conservation investment banking, to emerging markets for nature's goods and services, to new tax incentives that encourage companies to do the "right" thing, Ginn goes beyond the theories to present real-world applications and strategies. And, just as importantly, he looks at the lessons learned from what has not worked, including his own failed efforts in Papua New Guinea and TNC's controversial compatible development approach in Virginia. In an era of dwindling public resources and scarce charitable dollars, these tools reveal a new, and perhaps the only, pathway to achieving biodiversity goals and protecting our lands. Conservation professionals, students of land conservation, and entrepreneurs interested in green business will find Ginn's tales of high-finance deals involving vast tracts of pristine land both informative and exciting. More than just talk, *Investing in Nature* will teach you how to think big about land conservation.

Book Information

Paperback: 209 pages

Publisher: Island Press; 2 edition (December 22, 2005)

Language: English

ISBN-10: 1597260134

ISBN-13: 978-1597260138

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 11.2 ounces

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #542,856 in Books (See Top 100 in Books) #25 in [Books > Law >](#)

Administrative Law > Land Use #178 in Books > Business & Money > Processes & Infrastructure
> Green Business #413 in Books > Textbooks > Business & Finance > Investments & Securities

Customer Reviews

Investing in Nature was published in 2005, i.e. more than ten years ago. It is useful to remember that, since some of the ideas in it are now more mainstream than they were back then and we need to appreciate it in its time. Books like Nature's Fortune (2013) have since laid out the case that we can and should integrate profitable human activities with nature and well-made documentaries such as PBS's Earth: a New Wild or BBC's Earth: Human Planet have made popular, at least among those who consider such subjects, the of long-term sustainable human activity complimenting nature, not opposing it. On the other side, E.O. Wilson in his latest book, Half Earth rejected the idea calling it the new conservation and evidently considering that a pejorative term. In Investing in Nature, William J. Ginn embraces the fact the humans will be involved in conservation. He recognizes that communities are arranged around economic systems and we cannot defeat human nature. The way to conserve nature, therefore, is the use the human systems. Commerce, with the proper incentives, is the best was to secure a sustainable environment. You can see why this sort of thinking might be considered apostasy by the hand-off or deep green environmental movements that usually considers humans generally and human commerce in particular to be the enemies of the environment. Let me reveal my own bias. I am firmly on the side of Mr. Ginn. Mr. Ginn illustrates his point with his own experience. Years ago, he was a leader in the movement to reduce solid waste in the State of Maine by imposing a deposit fee on bottles and cans. Maine enacted a deposit law and millions of bottles and cans were diverted from landfills. Very good.

[Download to continue reading...](#)

Investing in Nature: Case Studies of Land Conservation in Collaboration with Business Investing: guide for beginners: understanding futures, options trading, stocks, bonds, bitcoins

(finance, investing, retirement, adults, children, lifetime, income, business, budgeting, accounting, ...

Business & Money, Budgeting & Money) Nature Conservation in Greenland: Research, Nature and

Wildlife Management := Naturbevaring i Grønland: Forskning, Natur og Vildtforvaltning := ...

(English and Danish Edition) History of Architectural Conservation (CONSERVATION AND MUSEOLOGY) Historical and Philosophical Issues in the Conservation of Cultural Heritage

(Readings in Conservation) Case Studies In Nursing Ethics (Fry, Case Studies in Nursing Ethics)

Nursing Case Studies: 15 Med Surg Case Studies with Rationales Home Based Business Escape

Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Social Data Analytics: Collaboration for the Enterprise (The Morgan Kaufmann Series on Business Intelligence) SharePoint 2013 User's Guide: Learning Microsoft's Business Collaboration Platform Land Conservation Financing Graduate Programs in Business, Education, Information Studies, Law & Social Work 2017 (Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work) Conservation Science: Balancing the Needs of People and Nature Custom, Land, and Livelihood in Rural South China: The Traditional Land Law of Hong Kong's New Territories, 1750-1950 (Royal Asiatic Society Hong Kong Studies Series) Greening Cities, Growing Communities (Land and Community Design Case Studies) The Turn of the Screw: A Case Study in Contemporary Criticism (Case Studies in Contemporary Criticism) Supply Chain Management and Advanced Planning: Concepts, Models, Software, and Case Studies (Springer Texts in Business and Economics) Business Organizations: Cases, Problems, and Case Studies, Third Edition (Aspen Casebooks) How to Start a Business Analyst Career: The handbook to apply business analysis techniques, select requirements training, and explore job roles ... career (Business Analyst Career Guide)

[Dmca](#)