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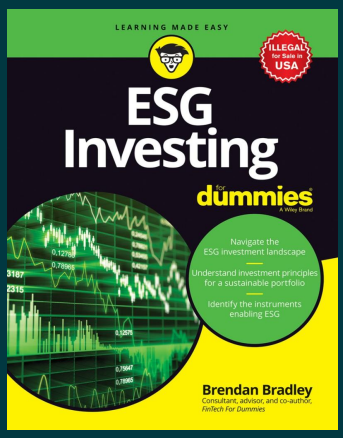

ESG Investing For Dummies

By Brendan Bradley

Paperback 9789354643507 ₹899.00

Pages: 376

Description

Investing in one’s own future has always been a good financial move. But what if you want to ensure that the companies you have a financial interest in are also helping to improve the present and future of all of us—and of the planet? More than ever before, sustainable investors want to be confident that a company’s Environmental (net zero emissions target), Social (response to the Covid-19 pandemic), and Governance (no repeats of Enron and WorldCom) policies and actions are positively impacting the global outlook—and to identify ways that their dollar can incentivize business leaders to do even better.

About the Author

Brendan Bradley

Brendan Bradley is co-author of FinTech For Dummies. He fosters and develops support for new investment areas, including AI-assisted research for automated modeling and transforming unstructured financial content in the ESG ecosystem.

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