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Bob Willard originally published *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line* Ebook, Bob Willard back in 2002. In 2012, his publisher, New Society Press, brought out an updated 10th Anniversary edition, and changed the title to *The New Sustainability Advantage*.

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Basically, Willard takes apart every conceivable factor in business economics and shows how greening the company (when done right) yields vast financial benefits for businesses large and small.

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Bob Willard's 10th Anniversary book,
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update of the old with new examples. For
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great first guide. It succinctly

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