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## Green Money: How to Save and Invest Ethically (Paperback)

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By Sarah Pennells

Bloomsbury Publishing PLC, United Kingdom, 2009. Paperback. Condition: New. Language: English . Brand New Book. In 2007, the amount of money invested ethically reached almost GBP9 billion and over 750,000 ethical bank accounts have been opened. But exactly what counts as investing ethically ? And how do you find out what the relevant options are? The combination of environmental factors such as climate change and an increasing interest from consumers in the ethics behind a company s profits means socially responsible investment is a massive growth area. The problem is that there is no straightforward definition of ethical and as a result many consumers are unsure about how to turn their good intentions into reality. Packed with information and advice, Green Money explains the ideas behind profits with principles and will help readers develop a financial plan that s sustainable both for them personally and for the planet. It covers essential issues such as: what makes an investment ethical; who to turn to for advice; how to draw up a shortlist of providers; how to monitor your chosen investments ethical stance; and what the ethical savings and mortgage options are.



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