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Green practices and financial performance: A global outlook

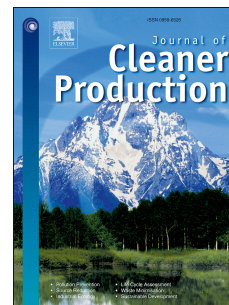
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Highlights

- Green practices are related to both company's future market value and profitability.
- Pollution prevention and green supply chain management are the major environmental drivers of financial performance.
- Green product development plays a secondary role in determining financial performance.
- The adoption of ISO 14001 has a negative impact on financial performance.

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