



The answer to global warming lies in using a combination of economics and a broad range of technologies.



Emma Duncan

□ *'Green business' ~ The economics of global warming ~ global economic overviews.* □

One of today's most incisive writers and thinkers on the economics and business potential of sustainability and how business should react to the challenges and opportunities climate change poses. Extremely well-informed overviews of the global economy and global business.

Deputy Editor, *The Economist*; regular columnist, *The Evening Standard*.

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Highlights

Emma Duncan is one of today's most incisive writers and thinkers on **the economics and business of sustainability**. She is author of "The Heat Is On", *The Economist's* first special report on the subject, and of "Cleaning Up: Business and Climate Change".

As deputy editor of *The Economist*, Emma has travelled the world researching this subject and has had access to top business and political leaders. She explains **how business should react** to the challenges and opportunities climate change poses, and **how business can help solve** this intractable problem.

Emma also offers an extremely well-informed overview of the **global economic outlook** that is especially valuable for non-specialist, non-economist audiences.

She also **moderates with ease, insight and wit**, and has worked with some of the world's top executives.

Emma Duncan is the Deputy Editor of *The Economist*, the world's preeminent weekly news and business journal, where she also has been Media Editor, Asia Editor and South Asia Correspondent, and Britain Editor.

She writes a regular column for *The Evening Standard* and is the author of *Breaking the Curfew*, which examines Pakistan politics and society. She contributes regularly to radio and tv programmes.



Business and Climate Change

Emma is unusually upbeat about the possibility of solving climate change. Business, she argues, caused global warming, and business can solve it. Despite governments' unwillingness to create the necessary incentives, companies are already investing in clean energy. The costs of the necessary technologies are falling fast, and breakthroughs in crucial new technologies are close at hand. The principal problem, she argues, is neither technological nor economic but political: governments need to give business the right signals.

The best news in the fight against climate change is that business is starting to invest in clean energy seriously. But these investments will flourish only if governments are prepared to put a price on carbon. The costs of doing that are not huge. The costs of not doing so might be.

The question is whether you should invest green, whether you can make money out of it. Here the answer is yes.

• Credentials

- Deputy Editor, *The Economist*
- Columnist, *The Evening Standard*
- Author, *Breaking the Curfew*
- Other *Economist* positions:
 - Media Editor
 - Asia Editor
 - South Asia Correspondent
 - Britain Editor

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