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Special Report:

Green Investing

A New Movement to Make a Better World

There's no doubt anymore — sustainable growth that's sensitive to the impact of business upon the environment is an idea whose time has arrived. And many investors are eager to learn more about companies that are involved in ecologically focused work and their prospects for success. *Barron's* celebrates this new area of intense investor interest and explores its possible winners in its latest special report: **Green Investing.**

Barron's editors look at the latest developments in ecologically sensitive processes and technologies. And they name companies that are actively participating in this brave new world and score their likelihood to grow. Also, *Barron's* looks at how sustainable initiatives will affect the lifestyle of readers.

Whether they're looking to invest in alternative energy firms, resource recyclers or retrofitted power generators, *Barron's* readers will avidly turn to **Green Investing** for ideas about where they can profitably invest while also supporting a sound environment. It's a powerful opportunity for advertisers to reach affluent investors — people who are also important opinion leaders in their communities.

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