



The SRI Advantage: Why Socially Responsible Investing Has Outperformed Financially

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Socially responsible investing (SRI) is investing that is mindful of the impact on society of that investment. It is often described to investors as allowing them "to do well by doing good." SRI usually describes investments that screen out companies that violate environmental or other laws, use child labor or sweatshops, discriminate in hiring, or-in general-produce products detrimental to society or engage in practices deemed reprehensible by most people.

Although many people want to invest in socially responsible ways, until recently most investors believed that they had to give up some measure of performance to do so. The SRI Advantage demonstrates why this is emphatically not the case. It presents overwhelming evidence that SRI has outperformed financially, explains in detail why SRI outperforms, and then examines the im-plications for investment professionals, investors, pension funds, and community/nonprofit groups. Authored by Peter Camejo-the chair of an SRI investment fund-in collaboration with more than a dozen other SRI professionals, *The SRI Advantage* includes chapters on:

Pension funds and fiduciary responsibility

The energy industry and SRI

SRI mutual fund performance

The international dimension of SRI

Community investing strategies

Foundations and mission-related investing

Prefaced by consumer advocate Ralph Nader, and introduced by Republican corporate accountability advocate Robert A. Monks, *The SRI Advantage* will be of special interest to investment advisors and financial planners, private investors, the nonprofit sector, brokers, mutual fund managers, and-especially given the Enron scandal-pension fund trustees and staff.

Peter Camejo has 17 years of experience as an investment adviser, specializing in socially responsible investing. He founded the California-focused Council for Responsible Public Investment, created the Ecological Trust for Merrill Lynch-the first environmentally screened fund for a major firm, and a top performer-and is chair of an asset management company.

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