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Use your ESG program to counter ESG vitriol

By Roy Snell

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There are many supporters of environmental, social, and governance (ESG) controls, but there are some in the business community that have a negative view. I recently read a tweet that appeared to say that ESG was worse than communism. Then I saw a television personality claim that a problem with ESG is that you will be expected to put some of your land in reserve. It's the first I have ever heard of that. Misinformation related to ESG is to be expected because ESG is very new, somewhat political, and extremely important. New and important things always create excitement because people don't completely understand it yet, but don't let their negativity discourage you.



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