



# **The Value of Water: A Compendium of Essays by Smart CEOs (US Edition)**

*PhD, ABC Donna Vincent Roa*

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Water can pose a threat to business continuity, reputation, product margins, and growth, and at the same time, create value and opportunity. Businesses must continually adapt to water quality, quantity, and availability.

"The Value of Water: A Compendium of Essays by Smart CEOs" features thought-provoking essays by CEOs from Xylem Inc., GE Power & Water, US Water Alliance, CH2M HILL, American Water, National Association of Water Companies, DC Water, Kohler, and others who are at the helm of this evolving business dynamic. They present the narratives that can change our understanding of water's value.

This book probes complex issues, informs the conversation about water's future for business, and shows that business as usual exploitation of our water resources needs to change. These essays will inform your perspectives about water, show that we all need to be stewards of this precious resource, and ultimately, change society's thinking about the value of water.

Originator and executive producer, Donna Vincent Roa, in collaboration with the Value of Water Coalition, created the book to feature industry leaders' thinking about the value of water and its relationship to technology, innovation, brand, reputation, sustainability, economic success, public health, and more.

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