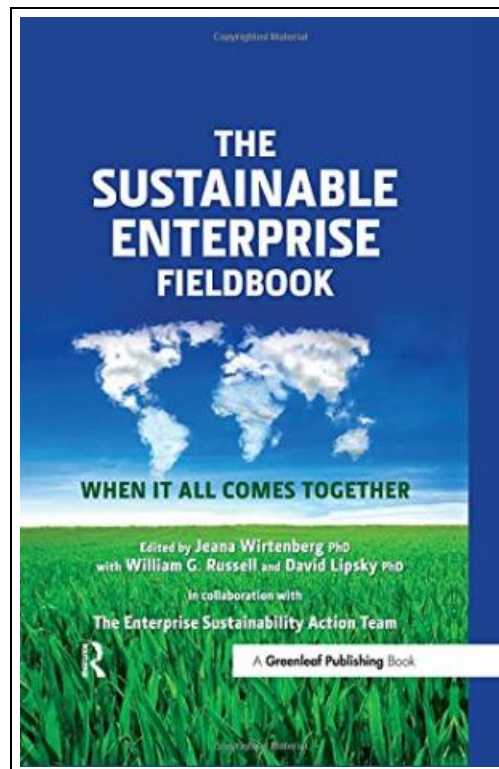


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Taylor Francis Ltd, United Kingdom, 2008. Hardback. Condition: New. New.. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Today, managers and leaders of organizations, in both the private sector and civil society, are being challenged as never before to find ways to play a proactive role in addressing the concerns of sustainable development. But they are often overwhelmed by a bombardment of conflicting messages from the media, shareholders, customers, employees, and NGOs. The Sustainable Enterprise Fieldbook helps managers deal with this confusion. It teaches them how to strike a better balance, moving from an either/or mind-set to one that holistically embraces social, environmental and economic issues simultaneously. It addresses the what (what is a sustainable strategy for a company or organization?) as well as the how (how do we go about building a sustainable enterprise?). The Sustainable Enterprise Fieldbook has been put together by an outstanding network of experts from business (Microsoft, Sony, Philips, and AIG), consultancies, and academia. Its aim is to teach and guide leaders, managers, practitioners, students, and professors in every sector of society, and in every industry, in creating a successful and sustainable enterprise. By making the steps needed clear, understandable, and simple to follow, the book naturally engages readers in their journey and encourages their participation in three key ways: by increasing their understanding and awareness of what sustainability means at a conceptual and practical, as well as a personal, level; by energizing and expanding people s commitment to building sustainable enterprises; and by providing readers with extensive tools and techniques so they can individually and collectively take actions that will improve the social, environmental, and economic performance of their organizations in both...



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