



Sustainable Business in Iowa: How Leading Companies Profit from Environmental and Social Responsibility (Paperback)

By Adam Hammes

Createspace Independent Publishing Platform, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Companies around the world are combining environmental and social responsibility to achieve improved financial performance. Yet, with the many elements that go into a strategic sustainability plan, businesses and their employees often get mired in the details. The first part of this book shows step-by-step how to define a sustainability plan that fits your organization. The second part is a choose-your-own-adventure reference guide to environmental and social initiatives that will help improve your bottom line. Adam Hammes weaves together easy-to-understand models, business examples, and personal stories from his years of experience. Drawing from his time as the first manager of sustainability for Kum Go, an independent sustainability consultant, and the executive director of the Iowa Sustainable Business Forum, the book explains what sustainable business means and documents the well-researched ways in which environmental and social responsibility programs unfold inside companies. Over thirty case studies from responsible Iowa businesses illustrate exactly what you can do to assess your organization and take the next successful step. Some of these examples you will recognize, and hopefully many will be new. Sustainable Business in Iowa...



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