

The book was found

Embedded Sustainability: The Next Big Competitive Advantage



Synopsis

We are in the midst of a sea-change. In years past, corporate social responsibility may have been seen as a feather in a corporation's cap but, today, ecological and social pressures require a new type of business response. In *Embedded Sustainability*, authors Chris Laszlo and Nadya Zhexembayeva convincingly show how companies can better leverage global challenges for enduring profit and growth. In this outstanding book, readers will learn about the marquis concept of "embedded sustainability": the incorporation of environmental, health, and social value into core business activities with no trade-off in price or quality. When Clorox introduced its new line of Green Works cleaners or Nissan developed its Leaf 100% electric car, these firms were pursuing a profit shift in mainstream markets. In addition to churning out smarter (instead of just greener) products for consumers at large, embedded sustainability is capable of hugely motivating employees. Most of all, it enables companies to create even higher returns for investors, while responding to the new market realities of declining resources, radical transparency, and rising customer expectations. This book helps readers to comprehend—and act on—the notion of embedded sustainability, explaining why it is now a requisite in every sector, how smart companies are creating even higher value for their customers and investors, and what new management competencies are needed to compete in today's marketplace.

Book Information

Hardcover: 288 pages

Publisher: Stanford Business Books (April 13, 2011)

Language: English

ISBN-10: 0804775540

ISBN-13: 978-0804775540

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (16 customer reviews)

Best Sellers Rank: #175,976 in Books (See Top 100 in Books) #45 in [Books > Business & Money > Processes & Infrastructure > Green Business](#) #319 in [Books > Business & Money > Economics > Environmental Economics](#) #547 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#)

Customer Reviews

Embedded Sustainability is a must read for any business leader and actually anyone living on this

planet. The authors provide a compelling case that it's not a choice whether business should embrace sustainability. If a business is to succeed, sustainability should be part of a company's DNA due to declining resources, increased (radical) transparency, and also increasing expectations from stakeholders. However, the question still remains as to how to embrace sustainability. Others have noted as well - such as studies by McKinsey as well as Boston Consulting Group and MIT - that sustainability is not a choice for companies anymore. However, what is missing is understanding the how of embedding sustainability into a company's strategy and daily operations. In that respect, the authors provide an excellent roadmap for organizations. Actually, I do not know of any other book at this time that does so. That is why I think it is a must read. If sustainability is no longer a choice and if there is no better current resource on how to implement it, *Embedded Sustainability* is a book any manager who wants to succeed needs to read. Although the book is written in business vernacular, implicit in the book is a positive message and hope for the future. If our planet is to become sustainable, not only must business be part of the solution; but also, business can also transform its own image. Currently, business leaders are among the least trusted and most looked "down upon" people in society (very close to politicians). Yet, it can be these same business leaders that can help us get out of this mess we created.

[Download to continue reading...](#)

Embedded Sustainability: The Next Big Competitive Advantage How to Take Advantage of the People Who Are Trying to Take Advantage of You: 50 Ways to Capitalize on the System (Take the Advantage Book 1) Design of Business: Why Design Thinking is the Next Competitive Advantage Strategic Supply Management: Creating the Next Source of Competitive Advantage The Design of Business: Why Design Thinking is the Next Competitive Advantage Embedded FreeBSD Cookbook (Embedded Technology) The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage Competitive Advantage: Creating and Sustaining Superior Performance Human Resource Management: Gaining a Competitive Advantage, 8th Edition Healthcare Strategy: In Pursuit of Competitive Advantage An Epidemic of Empathy in Healthcare: How to Deliver Compassionate, Connected Patient Care That Creates a Competitive Advantage Strategic Management: A Competitive Advantage Approach, Concepts and Cases (14th Edition) Strategic Management: A Competitive Advantage Approach, Concepts (14th Edition) Swarm Creativity: Competitive Advantage through Collaborative Innovation Networks Project Management: Achieving Competitive Advantage (4th Edition) Project Management: Achieving Competitive Advantage (3rd Edition) Project Management: Achieving Competitive

Advantage Lean Production for Competitive Advantage: A Comprehensive Guide to Lean Methodologies and Management Practices Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases

[Dmca](#)