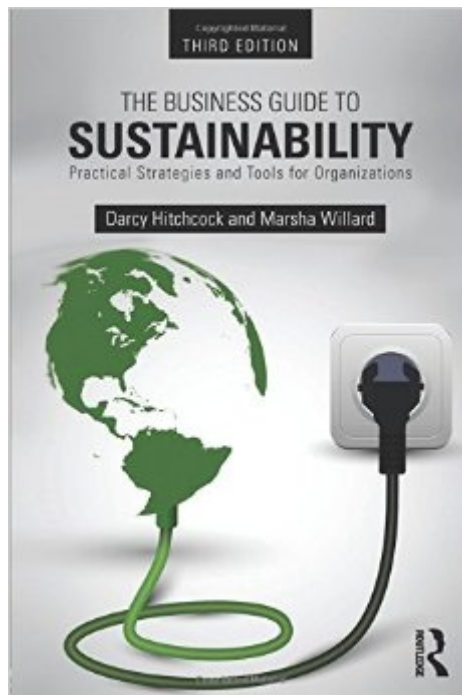


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The Business Guide To Sustainability: Practical Strategies And Tools For Organizations



Synopsis

The Business Guide to Sustainability is a practical introduction to implementing a comprehensive sustainability strategy in any organization. Written by top business consultants, this useful book can be applied in both large and small enterprises. This edition shifts away from a discussion of CSR to focus more squarely on sustainability. It explores strategies for implementing sustainability in each of the functional areas of the corporation (accounting, HR, operations, etc.), while providing examples from a range of sectors, including manufacturing, services, and government. The book also includes the authors'™ S-CORE assessment tool to help organizations determine whether they are on the right track, identify new opportunities, and assign accountability and responsibility. Brimming with interesting stories and examples, and covering new developments such as the emergence of BRICs and the effects of the Great Recession, this book will interest managers, business owners, and students for whom sustainability is a priority.

Book Information

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Customer Reviews

The Third Edition of The Business Guide to Sustainability: Practical Strategies and Tools for Organizations shows the evolution of the field of sustainability, and the increasing business value of practical sustainability implementation. The guide expanded on the case studies offered in previous versions, tailoring cases specifically to address the conditions after the Great Recession suffered in 2008. The depth of knowledge exhibited by the authors, Hitchcock and Willard, provide valuable guidance and insights into the directionality of sustainability trends and insights for how businesses

can leap-frog beyond linear business assumptions. The book is predicated on the use of the S-CORE Assessment, the proprietary Sustainability Competency, Opportunity, Reporting, and Evaluation software that assesses sustainability initiatives, measures progress, and benchmarks that progress against others in the sectors and industry. Although the full benefit of this tool is best realized by having a licensed professional conduct the assessment, the guide retains its value by inviting the reader to critically assess how their organization behaves and brainstorm more sustainable solutions. The book is structured so that within each chapter, the reader can gain a proficient overview of sustainability, understand why it is important, and how it affects the reader and their organization. It is arranged by sectors (services, manufacturing, and government), then focuses on individual departments (functions), such as purchasing, senior management, facilities, and human resources. The conclusions of each functional chapter includes Application Questions and an S-CORE self-assessment for the reader to use for identifying strengths and areas for improvements.

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