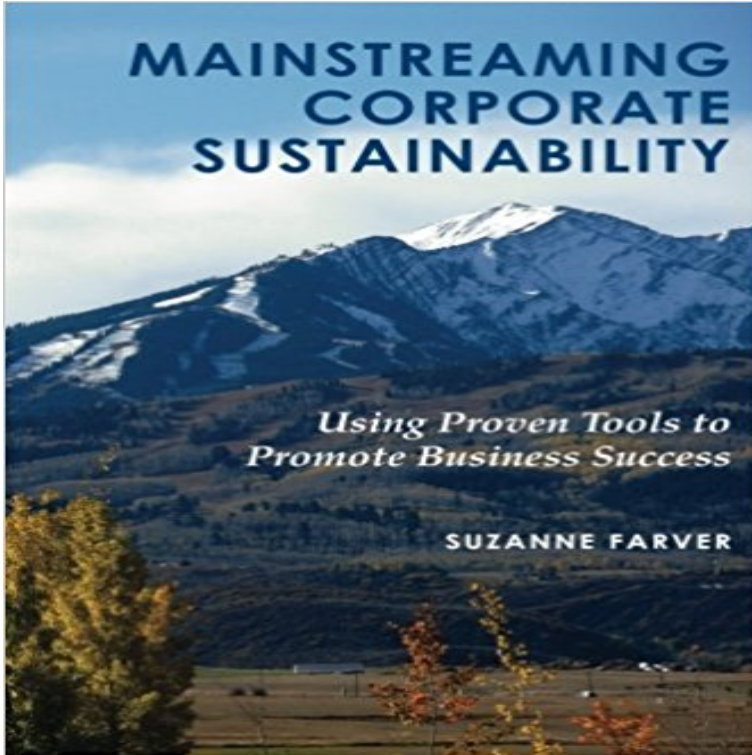


Mainstreaming Corporate Sustainability: Using Proven Tools to Promote Business Success



A PRACTICAL GUIDE TO THE LEADING TOOLS AND RESOURCES TO SUCCESSFULLY INTEGRATE SUSTAINABILITY INTO YOUR COMPANY'S CORPORATE CULTURE

Used as the centerpiece for a popular corporate sustainability class taught on campus and online at Harvard University, this book provides students and professionals alike with an overview of the most valuable management tools and resources. Through the examples of companies from around the world, you will learn about the various international standards and performance frameworks that can be adapted to your company. This book will help you to develop an understanding of the pitfalls and challenges of this ever-changing field. You will become adept at asking the right questions and speaking the language of sustainability professionals so that you too can become a leader in this important business arena. Praise from our students (from anonymous course evaluations): A great balance between application of the tools/metrics/frameworks and the understanding of the philosophical underpinnings. In a word: integration--it brought the various elements of sustainability into a cohesive and systematic methodology. It has broadened how I view corporate responsibility and options for addressing the pressing sustainability challenges facing our world. It provides concrete information and examples on how to save money (as a business owner, I found it helpful). Highly relevant to any industry and any position within a company, sustainability-related or not. Ninety-five percent of the students surveyed recommended the course to other students.

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