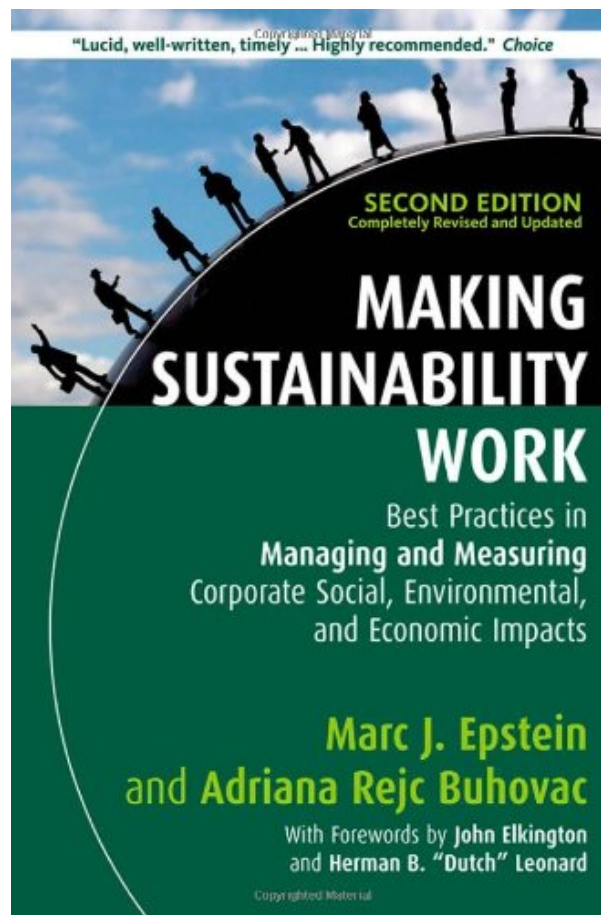
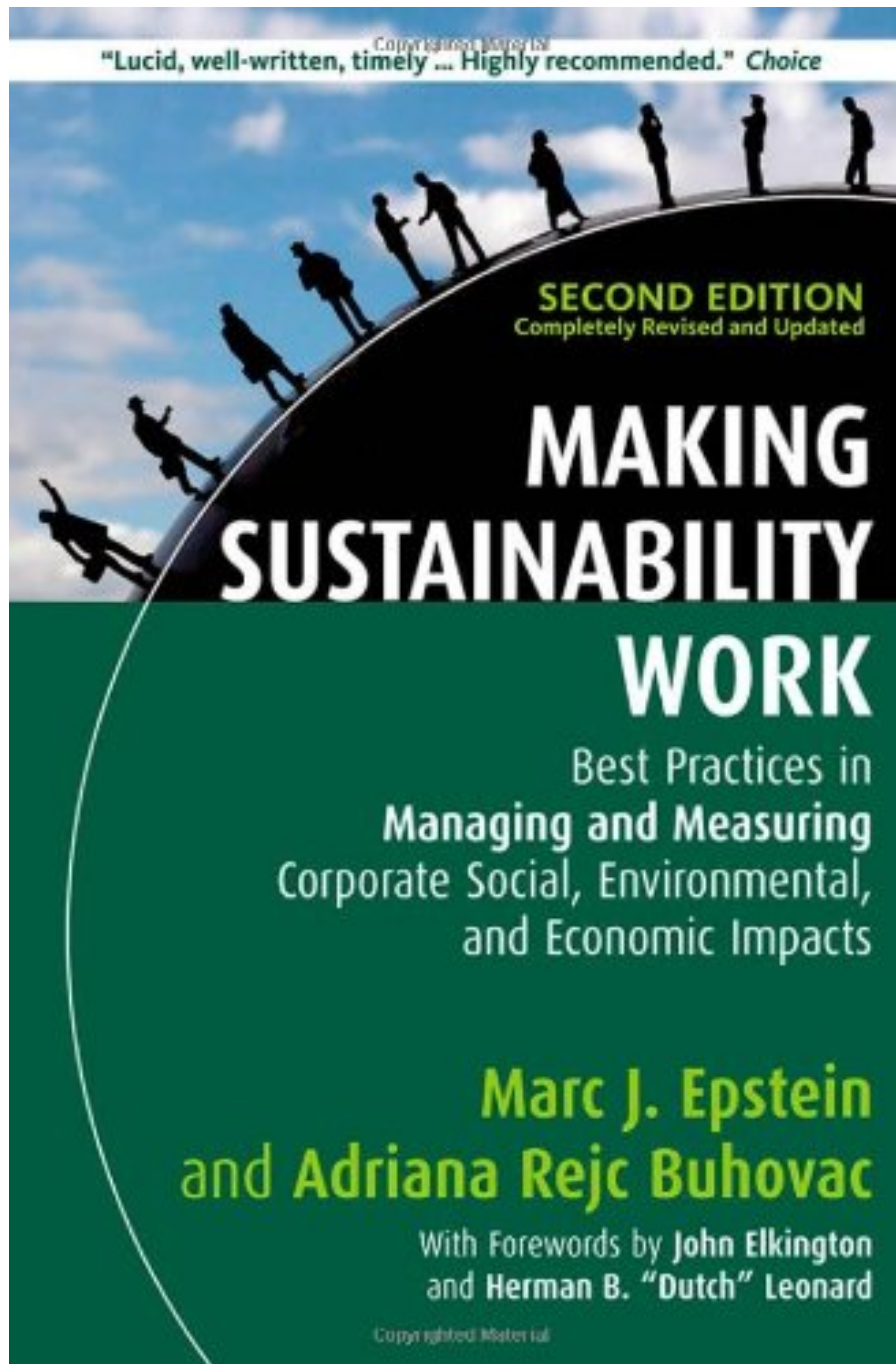


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NEW EDITION, REVISED AND UPDATED

Most companies today have some commitment to corporate social responsibility, but implementing these initiatives can be particularly challenging. While a lot has been written on ethical and strategic factors, there is still a dearth of information on the practical nuts and bolts. And whereas with most other organizational initiatives the sole objective is improved financial performance, sustainability broadens the focus to include social and environmental performance, which is much more difficult to measure.

Now updated throughout with new examples and new research, this is a complete guide to implementing and measuring the effectiveness of sustainability initiatives. It draws on Marc Epstein's and new coauthor Adriana Rejc Buhovac's solid academic foundation and extensive consulting work and includes best practices from dozens of companies in Europe, Asia, North America, South America, Australia, and Africa. This is the ultimate how-to guide for corporate leaders, strategists, academics, sustainability consultants, and anyone else with an interest in actually putting sustainability ideas into practice and making sure they accomplish their goals.

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Marc J. Epstein is a distinguished research professor of management at Jones Graduate School of Business at Rice University. He has been a professor at Stanford Business School, Harvard Business School, and INSEAD. He has written or cowritten nearly twenty books and a hundred papers.

Adriana Rejc Buhovac is an associate professor of management in the faculty of economics at the University of Ljubljana. She is a member of the editorial board of *Advances in Management Accounting*.

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Very thorough high level discussion of the topic.

By Michael Brochstein

Very thorough discussion of the topic. Mostly high level (conceptual) but does include a multiple of real-world examples

FWIW, this book will take longer to read than you might expect. There are ~273 pages of text but note that the typeface size is small and the lines are densely packed together (little inter-line white space). A more typical layout with a larger typeface size for text and lines not as densely packed would probably create a book with 400+ pages of text.

1 of 1 people found the following review helpful.

An excellent part of your sustainability library

By Dr. Keith Thomsen

This is an excellent book. Thorough, but with a real focus on documenting and detailing what makes, or breaks, a sustainability effort. My only small criticism is that the illustrations are in black and white (color would have made some of the diagrams, charts, illustrations and figures easier to read and understand), but this is a small thing. Overall, I recommend it very highly.

1 of 2 people found the following review helpful.

Some good points but the authors obviously have no real business experience.

By Amazon Customer

The parts where he discusses how increasing sustainability can directly benefit a company are interesting and thought provoking but too many of their suggestions are based in an alternate reality. Here is but one of many examples, "Companies select their suppliers, distributors, joint-venture partners, licensees, and other business partners not only on the basis of price and quality but also on social, ethical, and environmental performance. Companies that embrace this principle set specific targets for utilizing indigenous, disadvantaged, or minority-owned businesses and use their purchasing power to encourage suppliers to improve their own social, environmental, and economic practices.". While I'm positive both the authors are bright it is painfully obvious they have never worked in a corporation.

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