

1. Record Nr.	UNINA9910151789503321
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Titolo	Financial Times briefing on sustainable business // Brian Clegg
Pubbl/distr/stampa	Harlow, England : , : Financial Times Prentice Hall, , [2011] ©2011
ISBN	1-283-27551-1 9786613275516 0-273-74602-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (ix, 147 p.)
Collana	Financial Times series
Disciplina	658.4083
Soggetti	Business enterprises - Environmental aspects Industrial management - Environmental aspects Sustainable development Social responsibility of business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Table of Contents Part 1 In Brief 1 Executive summary 2 What is sustainable business? 3 Why do it? 4 Who s doing it? Who has done it? Part 2 In Practice 5 How to do it: strategy guide 6 How to do it: detailed considerations 7 How to justify it: developing a business case 8 How to manage it 9 How to measure it 10 How to talk about it Part 3 Intervention 11 Executive intervention Part 4 In depth Resources Weblinks Sites Consultants Courses
Sommario/riassunto	This text gives executives the low-down on all the key issues in the critical area of sustainable business, helping businesses improve their strategy for sustainability so they can also provide real business benefit to their organisation.