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Titolo	Managing sustainable business : an executive education case and textbook // Gilbert G. Lenssen, N. Craig Smith, editors
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ISBN	94-024-1144-5
Descrizione fisica	1 online resource (469 pages) : illustrations
Disciplina	658.4
Soggetti	Industrial management Sustainability
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A book of 32 texts and case studies from across a wide range of business sectors around a managerial framework for managing sustainable business. Developed for and tested in executive education programmes at leading business schools."
Sommario/riassunto	This book offers 32 texts and case studies from across a wide range of business sectors around a managerial framework for Sustainable Business. The case studies are developed for and tested in executive education programmes at leading business schools. The book is based on the premise that the key for managing the sustainable business is finding the right balance over time between managing competitiveness and profitability AND managing the context of the business with its political, social and ecological risks and opportunities. In that way, a sustainable business is highly responsive to the demands and challenges from both markets and societies and managers embrace the complexity, ambivalence and uncertainty that goes along with this approach. The book presents a framework that facilitates the adoption of best business practice. This framework leads executives through a systematic approach of strategic analysis and business planning in risk management, issues management, stakeholder management, sustainable business development and strategic differentiation, business model innovation and developing dynamic capabilities. The approach helps broaden the understanding of what sustainable performance means, by protecting business value against sustainability

risks and creating business value from sustainability opportunities.
