Record Nr. UNINA9910789359803321 Autore Whitfield Ronald Titolo A primer on sustainability: in the business environment // Ronald Whitfield and Jeanne McNett Pubbl/distr/stampa New York, New York (222 East 46th Street, New York, NY 10017):,: Business Expert Press, , 2014 **ISBN** 1-60649-635-2 Edizione [First edition.] Descrizione fisica 1 online resource (172 p.) Collana Environmental and social sustainability for business advantage collection, , 2327-3348 Disciplina 658.408 Soggetti Sustainability Corporations - Environmental aspects Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Part of: 2014 digital library. Note generali Includes bibliographical references (pages 143-149) and index. Nota di bibliografia Nota di contenuto Preface -- Acknowledgments -- 1. Sustainability: meaning and context -- 2. Systems and tools for sustainability -- 3. Thinking about major sustainability issues -- 4. Decision making in sustainability: case studies -- 5. Concluding thoughts -- Notes -- References -- Index. Sommario/riassunto What does sustainability in the business environment really mean? The concept has evolved from a vague goal to "save the planet" to become a strategic imperative for business to enhance performance across many dimensions. We live in an age of increasing corporate accountability and if a business expects to survive for the long term, it must adhere to ever higher standards of behavior and continuously develop more

sustainable ways of doing business.