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Titolo	Business strategies and management for sustainability // General Editor, Chris Laszlo
Pubbl/distr/stampa	Great Barrington, MA : , : Berkshire, , 2013
ISBN	1-61472-965-4
Descrizione fisica	1 online resource (viii, 140 pages) : illustrations, maps
Collana	Berkshire essentials
Disciplina	658.4012
Soggetti	Social responsibility of business Business enterprises - Environmental aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Base of the pyramid -- Community capital -- Consumer behavior -- Cradle to cradle -- CSR and CSR 2.0 -- Ecolabeling -- Ecological economics -- Education, business -- Facilities management -- Global reporting initiative (gRI) -- Greenwashing -- Green GDP -- Investment, socially responsible (SRI) -- Leadership -- Lifecycle assessments (LCAs) -- Manufacturing practices -- Marketing -- Natural capitalism -- Packaging -- Performance metrics -- Public-private partnerships -- Risk management -- Social enterprise -- Stakeholder theory -- Supply chain management -- Sustainable value creation -- Transparency -- Triple bottom line -- True cost economics -- United nations global compact.
Sommario/riassunto	This book explores how a green economy can be created and sustained using sustainability in both the environmental and financial sense. It covers topics such as green gross domestic product, greenwashing, risk management, and local living economies that strive to operate using accountable practices. The book emphasizes social responsibility (CSR), and assesses the ways in which we can make a measurable difference in how business is conducted.