Record Nr. UNINA9910807709603321 Autore Rowledge Lorinda Rae <1953-, > Titolo Mapping the journey: case studies in strategy and action toward sustainable development / / Lorinda R. Rowledge. [and others]; in collaboration with James A. Fava. [and others] Sheffield,: Greenleaf, 1999 Pubbl/distr/stampa Sheffield:,: Greenleaf,, 1999 **ISBN** 1-351-28278-6 1-351-28279-4 1-351-28280-8 1-909493-10-4 Edizione [1st ed.] Descrizione fisica 1 online resource (288 p.) Altri autori (Persone) BartonRussell Scott <1954-> BradyKevin S Disciplina 658.408 Soggetti Social responsibility of business Industries - Environmental aspects Sustainable development Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Endorsements; Title page; Copyright page; Contents; Acknowledgements; Foreword; Preface; Introduction: Preview of the book - and the future; THE CASE STUDIES; Case 1: Volvo: Strategic action toward sustainable mobility for society; Case 2: Suncor: Taking stakeholder relations to a new level; Case 3: AssiDoman: Foresters integrating dual goals of economy and environment; Case 4: Patagonia: First ascents: finding the way toward quality of life and work; Case 5: Interface flooring systems: Driving industrial standards higher Case 6: Sony: Operationalising the slogan 'Entertaining theworld: caring for the environment' *Case 7: Asg: Trailblazing toward sustainable logistics and transport; Case 8: SC Johnson: Eco-efficiency and beyond; Case 9: DaimlerChrysler: Redefining cost; Case 10: Center for assessment (cta): Pursuing regional approaches to qualitative growth

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Sommario/riassunto

This text presents case studies from around the world based on personal interviews with organizational leaders and focusing on their journeys towards sustainability. Its aim is to provide visions of a more sustainable future, and to shed light on the management processes they employed.