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4.4 THE STRATEGY TO BE A SUCCESSFUL, SUSTAINABLE, PROFITABLE COMPANY
4.5 TARGETS; 4.6 SUSTAINABILITY MAKES A GREAT BUSINESS CASE; CHAPTER 5: CRACKING THE IMPERMEABLE CEILING OF CORPORATE SUSTAINABILITY PERFORMANCE LEVELS; 5.1 INTRODUCTION; 5.2 SUSTAINABLE DEVELOPMENT: THE NECESSITY OF AN INTEGRAL APPROACH; 5.3 CORPORATE SOCIAL RESPONSIBILITY: FROM TAKING RESPONSIBILITY TO FOCUSING ON COMPANY-SPECIFIC CONTENT; 5.4 CRACKING PERSISTENT PERCEPTIONS; 5.5 A PLEA FOR A STRONGER REGULATORY APPROACH; 5.6 CONCLUSIONS
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6.7 FROM PRACTICE TO THEORY, EPILOGUE

Sommario/riassunto

Towards Sustainability covers the presentations held at the launching event of the Institute for Corporate Law, Governance, and Innovation Policies (ICGI) at Maastricht University. The thought-provoking presentations were given by the following distinguished speakers: Willem Lageweg (Director of MVO Nederland and a member of the ICGI Advisory Board), Prof. Dr. Jacqueline Cramer (Director of the Utrecht Sustainability Institute and Professor in Sustainable Innovation at Utrecht University), Dr. Andre Veneman (Corporate Director Sustainability/Health Safety and Environment at AkzoNobel), Prof. J
