

1. Record Nr.	UNINA9910812250903321
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Titolo	Corporate water strategies // William Sarni
Pubbl/distr/stampa	Washington, D.C. : , : Earthscan, , 2011
ISBN	1-136-53858-5 1-280-68356-2 9786613660503 1-84977-551-6 1-136-53859-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (269 p.)
Disciplina	658.2/6
Soggetti	Social responsibility of business Water resources development Water-supply - Economic aspects Water-supply
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Corporate Water Strategies; Copyright; Contents; Foreword; Introduction; Acknowledgements; Abbreviations; Part I: Key Issues for Business in Water Stewardship; 1. The Global Challenge of Water and Why It Matters to Business; 2. Global Issue with Local Solutions; 3. The Disconnect Between Pricing and Value; 4. Water Accounting: Water Footprint and Virtual Water; 5. Partnerships and Stakeholders; 6. Water Technology; 7. Reporting, Disclosure and Leadership; Part II: Developing and Implementing a Successful Corporate Water Strategy; 8. A Water Strategy Map; 9. Food and Beverage Industries 10. The Semiconductor Industry 11. Power Generation; 12. Extractive Industries; 13. Manufacturing; Part III: the New Water Paradigm; 14. Seven New Rules of 21st-century Thinking
Sommario/riassunto	In the past businesses have viewed water as a minimal operational cost and not a strategic issue. However, water has now emerged as a critical issue for both corporations and the public sector in response to increased water demand, climatic risks and potentially negative impacts

on brand value. This innovative book provides up to date information on global water issues and describes how companies can not only address these challenges but also implement high value global water strategies. It shows: Why water is a critical business issue for companies which now face water risk to their operations
