

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910828377303321 |
| 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 |
| Note generali | Part of: 2014 digital library. |
| Nota di bibliografia | Includes bibliographical references (pages 143-149) and index. |
| 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. |