

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.