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Titolo	The Path to Sustainable Corporate Management : How to Take Responsibility for People, the Environment and the Economy // by Ralf T. Kreutzer
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ISBN	9783658439743
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Descrizione fisica	1 online resource (316 pages)
Collana	Business and Management Series
Disciplina	658.4083
Soggetti	Strategic planning Leadership Marketing Branding (Marketing) Sustainability Business Strategy and Leadership Branding
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	Sustainability in corporate management, marketing and brand management -- Legal framework conditions and requirements for sustainability -- Integration of sustainability concepts into the purpose definition of companies -- Sustainability potential along the entire value chain -- Sustainability potential in marketing and brand management -- Don'ts in sustainable corporate management -- Monitoring and controlling to ensure sustainable corporate management -- Development of a "green journey" for your own company.
Sommario/riassunto	This book shows how managers at all levels of the company can master the challenges of sustainable corporate management with confidence. Concrete action plans are presented for this purpose. Climate change and the finite nature of natural resources are already taking their toll worldwide. A rethink towards ecological sustainability is not only urgently needed at a global level. The orientation of corporate

strategies is also increasingly determined by the socio-political morals of customers and other stakeholders, where economic and socio-political interests must be in harmony with social and ecological challenges. Using the three-pillar model for sustainability (Triple Bottom Line) and further topics (such as supply chain law and ESG criteria), the author shows in a practical way how companies can successfully meet these major challenges in the long term. The key to success lies in a change in values towards ecological, social and economic sustainability that is defined and practiced at all levels of the company. Nicola Oudejans, Course Director Chief Digital Officer at the University for Continuing Education Krems/Danube University Krems Prof. Dr. Ralf T. Kreutzer has been Professor of Marketing at the HWR Berlin School of Economics and Law as well as Marketing and Management Consultant since 2005. He spent 15 years in various management positions at Bertelsmann, Volkswagen and Deutsche Post before being appointed Professor of Marketing in 2005. Through regular publications and lectures, Prof. Kreutzer has provided significant impetus on various topics relating to marketing, dialog marketing, CRM/customer loyalty systems, database marketing, online marketing, social media marketing, digital Darwinism, strategic and international marketing, artificial intelligence, and has advised a large number of companies in Germany and abroad on these topics. Professor Kreutzer is a founding member of the consulting firm Green Elephant Consulting (www.green-elephant.info), which specializes in making sustainability feasible for companies. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. .
