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Autore	Bodenstein Robert
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Nota di contenuto	Foreword -- 1 Sustainability – A Classification -- 2 Concepts as a Framework for Sustainability in Companies -- 3 An Excellence Model for Sustainability Management -- 4 From Model to Application Using the Example of the Concept of the Sustainable Development Goals (SDGs) -- 5 Management of Sustainability – From Strategy to Operations -- 6 Corporate Culture and Sustainability -- 7 Integration into the Management System and Reporting -- 8 Sustainable Communication -- 9 Dos and Don'ts – Success Factors and Potential Pitfalls in Sustainability Projects -- 10 The Framework for Shaping Sustainability – Your Roadmap.
Sommario/riassunto	This book provides a practical guide to implementing sustainability strategies within companies. It introduces a model-based approach that enables a comprehensive, yet focused strategy, ensuring that complexity doesn't overshadow the core objectives. The concept of Sustainability Excellence offers a versatile methodology, designed to

meet the needs of both large corporations and small businesses with limited resources. The approach is adaptable to various sustainability frameworks and strategies. To demonstrate its application, the book uses the United Nations' Sustainable Development Goals (SDGs) as a concrete example of how the method can be put into practice. Special emphasis is placed on integrating the sustainability strategy into the corporate culture, ensuring it becomes a fundamental part of the organization's DNA. The book is enriched with practical tools, including checklists and insights into the opportunities and risks of sustainability management. It is a valuable resource for managers, business owners, consultants, and anyone interested in shaping effective sustainability strategies within their organizations. Content A Sustainability Excellence Model Development of a Scalable Approach Practical Application Using the United Nations Sustainable Development Goals (SDGs) Aligning Corporate Culture with Sustainability Roadmap for Effective Sustainability Management Implementation The Authors Robert Bodenstein, MBA CMC, is an international speaker and management consultant specialized in strategy, information technology, and the strategic management of sustainability. He has conducted projects in various industries such as tourism, retail, and services for companies of different sizes in Europe, the Middle East, and Asia. He served as the Chairman of the International Council of Management Consulting Institutes (ICMCI) and is member of the board. Prof. Dr. Josef Herget combines significant academic experience with international consulting work. He has taught and researched at various European universities, founded and led companies, and contributed to consulting projects in both business and politics. He is also an Academic Fellow of the International Council of Management Consulting Institutes (ICMCI). The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.
