

Foundations of Sustainable Business: Theory, Function, and Strategy

By Nada R. Sanders, John D. Wood

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Foundations of Sustainable Business is designed to introduce future business leaders to the most important social and environmental issues of our generation. From the perspectives of a business thought-leader and a public interest policy expert, the text provides a comprehensive, balanced introduction to sustainable business that integrates sustainable policies into all core business functions, including leadership, finance, accounting, risk management, marketing, supply chain management, and operations.

Presenting sustainability as a strategic priority for all aspects of business, the text clearly defines all key concepts and shows how social, economic, and environmental trends are interconnected and relevant to corporate strategy. While the text provides an honest look at climate change, human trafficking, and environmental issues such as water shortage and ecosystem health, all normative guidance is based on traditional business value propositions, taking into account cost, risk, strategy, marketing potential, and operational feasibility.

Additionally, the text offers a variety of pedagogical tools in each chapter to provide an engaging, qualitative-based learning process. Each chapter ends with original cases with focused questions that test comprehension of concepts. With in-chapter discussion questions, illustrative diagrams, ethical dilemmas, managerial insights, links to fascinating TED Talk videos, and on-point Harvard Business Review cases, *Foundations of Sustainable Business* is user-friendly for instructors and accessible to students.

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- Sales Rank: #1495708 in Books
- Published on: 2014-10-10
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .50" w x 7.20" l, .0 pounds
- Binding: Paperback
- 352 pages

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Editorial Review

From the Inside Flap

"A comprehensive overview of the issues and potential solutions to sustainability practices in today's global economy."
Joseph Cazier, Appalachian State University

"This is a well-written, scholarly text that, like the topic itself, attempts to integrate material from a broad range of academic disciplines."
Melvin Blumberg, Penn State University

"A comprehensive book that could make teaching sustainability a lot easier. I'd say it has a lot of detail and information that students should learn."
Carol Hee, University of North Carolina at Chapel Hill

"An intriguing approach to the issue and management of sustainability."
John Mahon, University of Maine

"The collection of cases and discussion questions are very helpful and interesting. The various overviews are worthwhile."
Deborah Steketee, Aquinas College

"This is an excellent, well-informed, thorough introduction to why sustainability is important in business and how best to achieve it."
Daniel Florino, American University

"It is a sustainability book for business people; it addresses the issues of business and sustainability today without being overly political."
Richard Grogan, Antioch University New England

"An introduction to sustainability that is well integrated with business topics and provides a proactive and practical approach to greening companies."
Susan Cholette, San Francisco State

"This book assembles the various and often interdisciplinary aspect of sustainability in a very readable and understandable fashion."
Beate Klingenberg, Marist College

"It is complete, easy to read, it flows from one topic to another, it is extremely well organized. This would make a great text for [a] management course in sustainability."
Gregory Graman, Michigan Tech University

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