



Strategic Sustainability: Why it matters to your business and how to make it happen (D?Shorts)

Alexandra McKay

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In many businesses sustainability is one person's passion and responsibility. A large part of their job becomes selling sustainability to other people in the business. This book offers arguments, information and tactics will help that person get the buy-in they need to move sustainability forward in their business.

Strategic Sustainability: * Sets out why sustainability matters to businesses – the benefits to you and your stakeholders * Shows how to identify the biggest issues, impacts and wins for your business * Helps you identify the resources you will need to put sustainability at the heart of your business * Outlines key reasons why businesses that are not multinationals should take action on sustainability, and how to do it * Looks in detail at how to integrate sustainability with business strategy and mission. Sustainability is of strategic importance to a business. This book makes an airtight case for why action is essential and how sustainability can help a business not only survive but thrive in competitive marketplaces.

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