



# Strategy for Sustainability: A Business Manifesto

*Adam Werbach*

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## **Strategy for Sustainability: A Business Manifesto** Adam Werbach

The definitive work on business strategy for sustainability by the most authoritative voice in the conversation.

More than ever before, consumers, employees, and investors share a common purpose and a passion for companies that do well by doing good. So any strategy without sustainability at its core is just plain irresponsible - bad for business, bad for shareholders, bad for the environment. These challenges represent unprecedented opportunities for big brands - such as Clorox, Dell, Toyota, Procter & Gamble, Nike, and Wal-Mart - that are implementing *integral*, rather than tangential, strategies for sustainability. What these companies are doing illuminates the book's practical framework for change, which involves engaging employees, using transparency as a business tool, and reaping the rewards of a networked organizational structure.

Leave your quaint notions of corporate social responsibility and environmentalism behind. Werbach is starting a whole new dialogue around sustainability of enterprise and life as we know it in organizations and individuals. Sustainability is now a true *competitive* strategic advantage, and building it into the core of your business is the only means to ensure that your company - and your world - will survive.

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