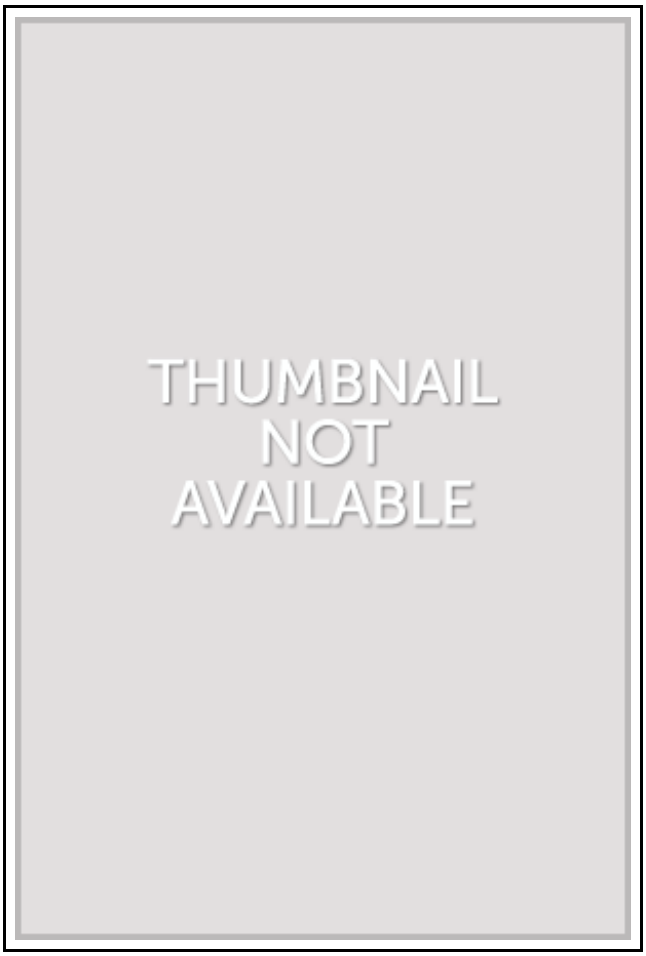
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This publication is wonderful. It normally is not going to expense too much. Its been printed in an extremely straightforward way in fact it is merely following i finished reading this publication where actually transformed me, modify the way i really believe.

(Russell Adams DDS)

THE SUSTAINABLE BUSINESS CHALLENGE: A BRIEFING FOR TOMORROW'S BUSINESS LEADERS

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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, The Sustainable Business Challenge: A Briefing for Tomorrow's Business Leaders, Jan-Olaf Willums, World Business Council for Sustainable Development, Two decades ago, in the late 1970s, environmental concerns were only beginning to surface in the world's boardrooms. Today, environmental stewardship is part of every board member's vocabulary. So what issues will be on the corporate board agenda twenty years from now? How fully will environmental and social questions be integrated into the fabric of an enterprise? That depends on those entering the corporate world now: by the time today's business students have gained senior positions, concepts such as eco-efficiency and the "social licence to operate" should be common currency. Therefore, environmental concerns will be high on the list of recruitment and career development requirements of 21st-century corporations. So how well prepared are today's business students? The Sustainable Business Challenge began with a collaboration between the WBCSD and the international student organisation AISEC to discover precisely that. Environmental staff from the WBCSD's member companies, business professors and members of environmental NGOs were asked to help compile a document of what every student should know. A version was posted on the Internet along with a certificated exam, The Sustainable Business Challenge Exam, and was greeted with much enthusiasm from around the world. This success prompted great demand for an accompanying book. Based on the original Internet background document, The Sustainable Business Challenge is now available. The Sustainable Business Challenge is the most comprehensive and up-to-date primer available on issues of corporate sustainability and of environmental issues that affect business. All the key topics are addressed thoroughly and succinctly: * What does sustainable development mean and what are its implications? * What are the important issues for business regarding climate, water, fisheries, agriculture, forestry, biodiversity, energy,...

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