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Building a Culture for Sustainability: People, Planet, and Profits in a New Green Economy

Jeana Wirtenberg Ph.D.

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This practical, easy-to-understand book sets a path to successfully building a culture for sustainability in today's global

marketplace, providing "best practice" case studies from industries and sectors including manufacturing, business-to-business, hospitality, consumer products, telecommunications, and professional services.bull; Never-before-published stories and lessons learned from nine successful global companies that are building cultures for sustainabilitybull; Tips from business leaders on how to create purposeful work environments that ignite employees' passion bull; Practical resources: on-the-ground successful programs; proven global and local best practices; top-down and bottom-up strategies and activities; and user-friendly frameworks, tools, and references that help firms at any level of sustainability build a more sustainable culture via increased employee engagement