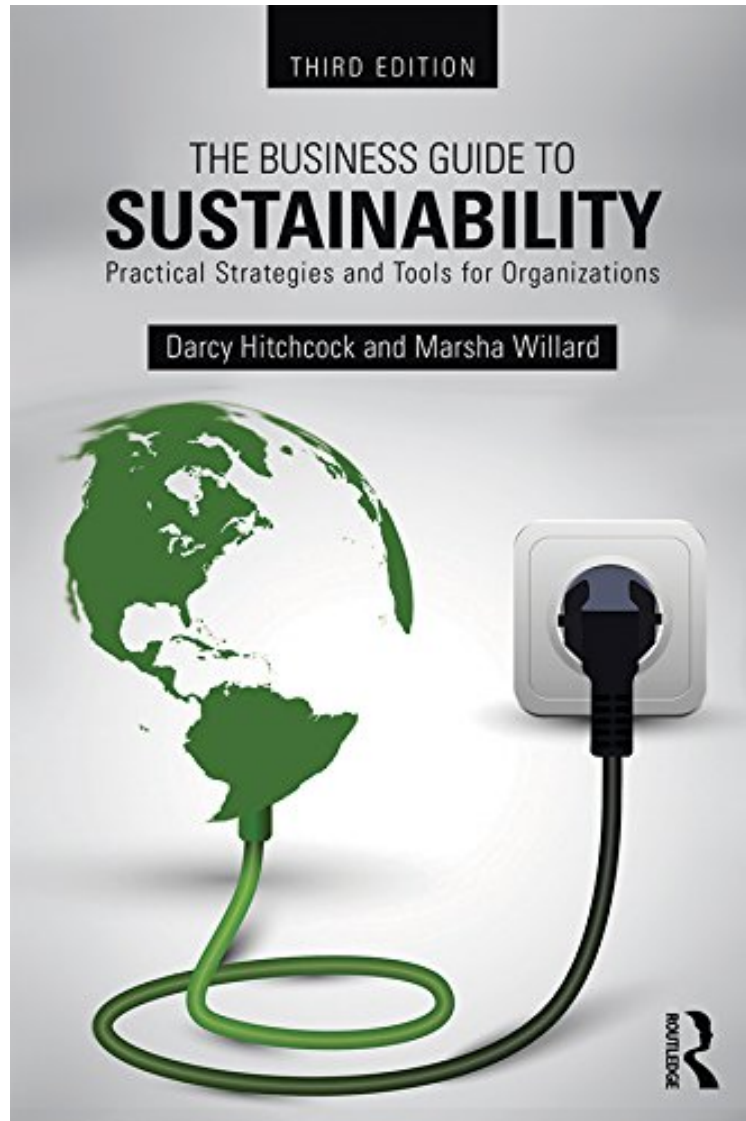


# The Business Guide to Sustainability: Practical Strategies and Tools for Organizations

*Marsha Willard, Darcy Hitchcock*  
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The Business Guide to Sustainability is a practical introduction to implementing a comprehensive sustainability strategy in any organization. Written by top business consultants, this useful book can be applied in both large and small enterprises. This edition shifts away from a discussion of CSR to focus more squarely on sustainability. It explores strategies for implementing sustainability in each of the functional areas of the corporation (accounting, HR, operations, etc.), while providing examples from a range of sectors, including manufacturing, services, and government. The book also includes the authors' S-CORE assessment tool to help organizations determine whether they are on the right track, identify new opportunities, and assign accountability and responsibility. Brimming with interesting stories and examples, and covering new developments such as the emergence of BRICs and the effects of the Great Recession, this book will interest managers, business owners, and students for whom sustainability is a priority.

About the Author Darcy Hitchcock is an affiliate instructor at Case Western Reserve University, USA, and president of the sustainability consulting firm, AXIS Performance Advisors. She also teaches at Bainbridge Graduate Institute, USA, and the University of Oregon, USA. Marsha Willard is an adjunct instructor at the Bainbridge Graduate Institute, USA, where she teaches in the MBA in Sustainable Business program. She is principal of AXIS Performance Advisors, and co-founded and helps manage the International Society of Sustainability Professionals.