
THE SUSTAINABLE MBA

**A BUSINESS
GUIDE TO
SUSTAINABILITY**

S E C O N D E D I T I O N



CISELLE WEYBRECHT

WILEY

"... *The Sustainable MBA* will be a valuable guide. It will give the tools needed to embed sustainability into day to day business practices in a way that is profitable both to companies and to society as a whole."

Paul Polman, CEO, Unilever

Whether you are an employee, a manager, an entrepreneur or a CEO, *The Sustainable MBA Second Edition* provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability **talk** into **action** for the benefit of your bottom line and society as a whole.

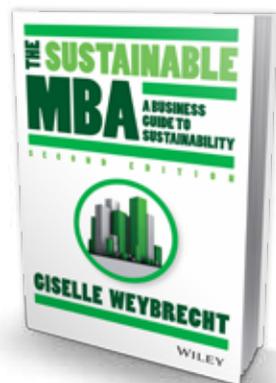
- Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including:
- What sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like.
- A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices.
- Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job.
- A survey of the exciting trends in sustainable business happening around the world.
- A wealth of links to interesting resources for more information.

The Sustainable MBA Second Edition is organized like a business school course, allowing you easy access to the relevant information you need about sustainability as it relates to **Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behavior and HR, Operations and Strategy.**

The Sustainable MBA Second Edition has been updated to reflect global developments in this evolving field to remain the definitive guide to sustainable business. Additional resources to accompany the book, including a FREE sample chapter, are available at: www.thesustainablemba.com.

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