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## Strategy for Sustainability: A Business Manifesto

*Adam Werbach*

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**Adam Werbach : Strategy for Sustainability: A Business Manifesto** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategy for Sustainability: A Business Manifesto:

0 of 0 people found the following review helpful. Does well what it set out to do. Doesn't pretend to be what it's not. By R. Scott Luper While I'm not an activist in any way I am a fan of Adam Werbach's passion. Several reviews mention this is not a roadmap or organized guide to sustainability they're absolutely right. But this book does say in the title manifesto, not roadmap. As a manifesto it delivers on every level. Werbach gives his thoughts, ideas hopes for corporate sustainability going forward from recent news I'd say corporations have taken notice. Read this more for a good idea of Werbach's view than for a guide to make your business more sustainable. There are other books suited to

that.0 of 0 people found the following review helpful. Very informative and powerful book on developing and maintaining a ...By Cedrick BVery informative and powerful book on developing and maintaining a strategy. However, I could have done without all of the name dropping (listing companies) in the book.0 of 0 people found the following review helpful. Great for sustainable businessBy SondraExcellent book and perfect for businesses wanting to transition to a new sustainable strategy. This will give businesses an added "jolt" and edge to their businesses working environment -- both internally and externally.

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.

...a smart book about creating a workable sustainability plan for your organization. --Associations Now, June 2009...useful and refreshingly nondoctrinaire book...tells vivid and interlocked stories that stick in the brain. --Stanford Social Innovation , Summer 2009About the AuthorAdam Werbach, Global CEO, Saatchi Saatchi S. Adam is an environmental activist who was elected as the youngest-ever national president of the Sierra Club in 1996 when he was 23 years old. In late 2004, he wrote and presented a widely-circulated speech referred to as "Is Environmentalism Dead?" (the official title was "The Death of Environmentalism and the Birth of the Commons Movement") at the Commonwealth Club of California. Werbach founded Act Now Productions to consult to nonprofits and work with corporations that wished to green their enterprise, including clients such as Autodesk, Procter Gamble, Cisco Systems, Columbia Records, General Mills, Sierra Club, and World Wildlife Fund. In 2006, he controversially began to work with Wal-Mart to help lead their efforts in sustainability. In January 2008, Act Now Productions joined the global advertising firm Saatchi Saatchi to become Saatchi Saatchi S, which consults with large corporations to "create sustainable visions."