



Strategy for Sustainability: A Business Manifesto

By Adam Werbach

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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.

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Editorial Review

Review

...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 Review, Summer 2009

About the Author

Adam Werbach is Global CEO of Saatchi & Saatchi. He was the youngest-ever (at age twenty-three years) National President of the Sierra Club at and is the author of the widely circulated speech, "Is Environmentalism Dead?"

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