

Mapping the Journey: Case Studies in Strategy and Action Toward Sustainable Development



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(Dr. Porter Mitchell)

MAPPING THE JOURNEY: CASE STUDIES IN STRATEGY AND ACTION TOWARD SUSTAINABLE DEVELOPMENT



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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Mapping the Journey: Case Studies in Strategy and Action Toward Sustainable Development, Lorinda Rowledge, Russell S. Barton, Kevin S. Brady, James Fava, Cynthia Figge, This illuminating new book presents a series of in-depth case studies from around the world based on numerous personal interviews with organisational leaders and focusing on their journey towards sustainability. The aim is to provide visions of a more sustainable future, and shed light on the path, milestones and solutions - in particular the management processes these organisations employed - to provide a reliable compass that others can follow. Although each organisation must take steps to fit its particular circumstance, business conditions and culture, Mapping the Journey proves that valuable lessons can be learned by setting aside critique as to where these organisations may yet make progress and instead focusing on the guidelines, targets, measures of success, tools and techniques and valuable wisdom about how pioneer organisations are travelling toward a prosperous, sustainable future. Each organisation included has crafted its own unique strategic responses to an identified need for increased sustainability. While none can be said to have reached the end-point of a sustainable development strategy, all have found that, by addressing the challenge of sustainable industrial practices, they have found innovative solutions, new opportunities for revenue generation, better relationships with customers, new business and product opportunities and a boost to morale from the executive ranks to front-line employees. Mapping the Journey examines both public and private organisations worldwide: SJ Rail of Sweden; Sony Corporation; SC Johnson; TransAlta Corporation; Patagonia; Henkel; Volvo; ASG; Interface Flooring Systems; Suncor; DaimlerChrysler; AssiDoman; Germany's Centre for Technology Assessment and the Dutch National Environmental Policy Plan. These case studies provide an inspiring framework of effective processes for defining a sustainable development strategy and...



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