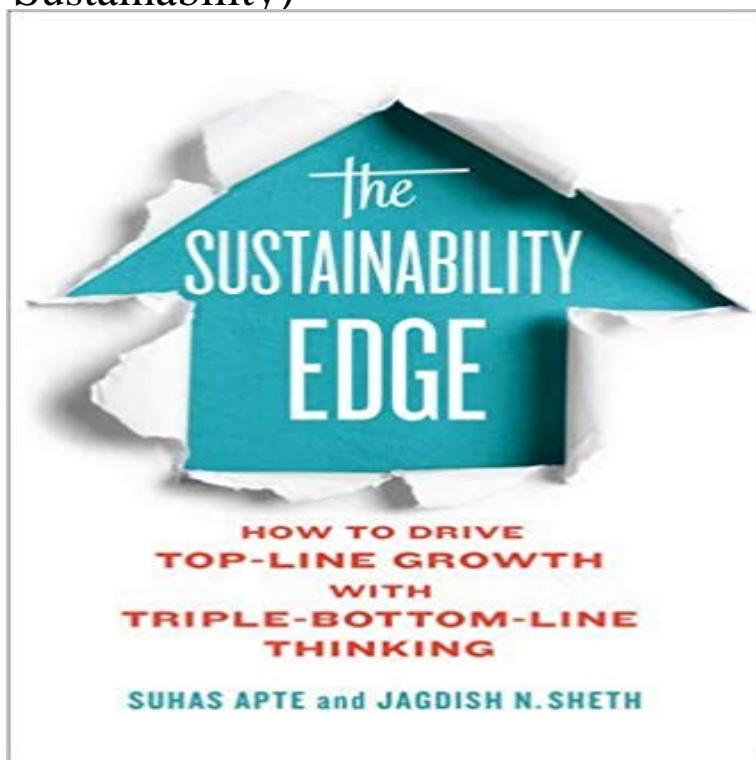


The Sustainability Edge: How to Drive Top-Line Growth with Triple-Bottom-Line Thinking (Rotman-UTP Publishing - Business and Sustainability)



Business leaders need to embrace sustainability in order to ensure the lasting success of their organizations. Co-authors Suhas Apte and Jagdish Sheth bring their expertise from practice and from academic to illustrate how business leaders can embed sustainability in a truly holistic and transformative way. Through an examination of such companies as Walmart, AT&T, IKEA and the Tata Group, Apte and Sheth have developed a proven and actionable framework rooted in the real world success of these companies. The case studies reveal how business leaders proactively engage, energize and promote market sustainability to all of their stakeholders including customers, employees, suppliers, investors and the government. The Sustainability Edge enables companies to critically engage their stakeholders and influence them to accept sustainability as part of their core mission.

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