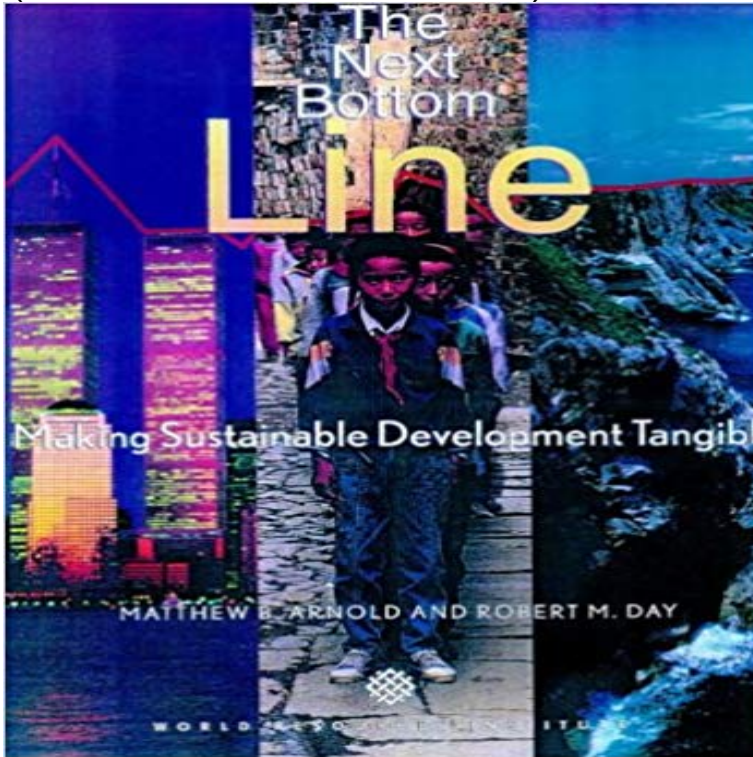


# The Next Bottom Line: Making Sustainable Development Tangible (World Resources Institute)



Business people all over the world are developing new products and services that solve environmental problems and create business value at the same time. But many more are wondering how to proceed and where to find the new resources, knowledge, and energy that will make development truly sustainable. This report addresses those concerns and brings sustainable development down to earth for a business audience. Its frameworks, tools, and success stories break down abstract concepts into ideas small enough to grasp and powerful enough to lead to new business opportunities. The authors, both from WRIs Management Institute for Environment and Business, offer a clear roadmap for businesses to find financial success in the solutions to our environmental and social challenges.

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