



Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts (Business)

Marc J. Epstein

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In recent years, corporations of all sizes and orientations have become more sensitive to social issues and stakeholder concerns, and they are collectively striving to become better corporate citizens (in some cases, urged on by shareholder pressure or government regulations). The best practices in corporate sustainability are no longer the exclusive domain of companies like Ben & Jerry's or Body Shop as they were a decade ago; now, large, multi-national companies like G.E. and Wal-Mart are leading the way with significant financial and organizational commitments to social and environmental issues. To help managers and academics keep their eye on the ever-moving target of sustainability, award-winning author and academic Marc Epstein's provides an authoritative and comprehensive guide to implementing corporate sustainability initiatives and to measuring both their social and financial impacts.

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