



Sustainability: The Corporate Challenge of the 21st Century

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Explores the need for organisations to strive for both human and ecological sustainability and the ways this can be achieved. Sustainability explores two of the major challenges faced by organisations in the 21st century. One is the successful management of human resources in a time of increasing staff turnover, decreasing loyalty, rising stress levels and emerging issues of corporate-community relations and social responsibility. The other is growing pressure from governments, staff and the general public for organisations to adopt environmentally responsible operations. Sustainability provides leaders and managers with a framework for understanding and adopting the principles and practices that contribute to a renewable, sustainable workforce and environment. Organisations that can achieve both human and ecological sustainability will be the successful drivers of the new sustainable economy---and those that don't face the prospect of extinction. 'A comprehensive guidebook for corporations that are really serious about shifting to more equitable, ecologically-sustainable operations'. Hazel Henderson, leading futurist and author of Beyond Globalisation. ' . . . the wisdom and experience of the authors collected here make essential reading . . . ' John Elkington, Chairman, SustainAbility Ltd and author of Cannibals With Forks: the triple bottom line of 21st century business. ' Sustainability gives us the charts we need-we in business must now navigate towards a sustainable future!' Greg Bourne, Regional President/Director, BP Amoco Australia/New Zealand 'This is an important work and CEOs everywhere should read it to gain a jump start in their own companies' Ray C. Anderson, Chairman and CEO, Interface, Inc.

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