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People Planet Profit: How to Embrace Sustainability for Innovation and Business Growth

Peter Fisk

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Peter Fisk : People Planet Profit: How to Embrace Sustainability for Innovation and Business Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised People Planet Profit: How to Embrace Sustainability for Innovation and Business Growth:

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Social and environmental issues are more important than ever and consumers are committed to supporting change. 'Doing good' is no longer a peripheral activity but fundamental to every aspect of how we do business, every day, for everyone. People, Planet, Profit is the first book to truly address business growth in the context of social and environmental concerns. It's a practical guide to new business opportunity, operational improvement and competitive advantage. Full of inspiring case studies, it looks at the challenges faced by key players such as Google, Microsoft, Apple, Nokia, Nike, Amazon, MS and Walmart. With plenty of comments from industry insiders, it's essential reading for CEOs and business managers who are searching for new ways to create value, to make sense of business in a rapidly shifting landscape, and to deliver profitable growth whilst also doing "the right thing".

"Fisk... persuasively argues that leadership and responsibility for the world's future must be an integral component of every organization's culture and strategic planning. Incorporating interesting case studies and comments from a number of today's business leaders, the chapters provide unique insight into the ways in which companies as diverse as Apple Computer and Wal-Mart are translating this demand for a social purpose into practical plans that create business value and long-term viability while also demonstrating a commitment to environmental and social issues." - S. R. Kahn, University of Cincinnati