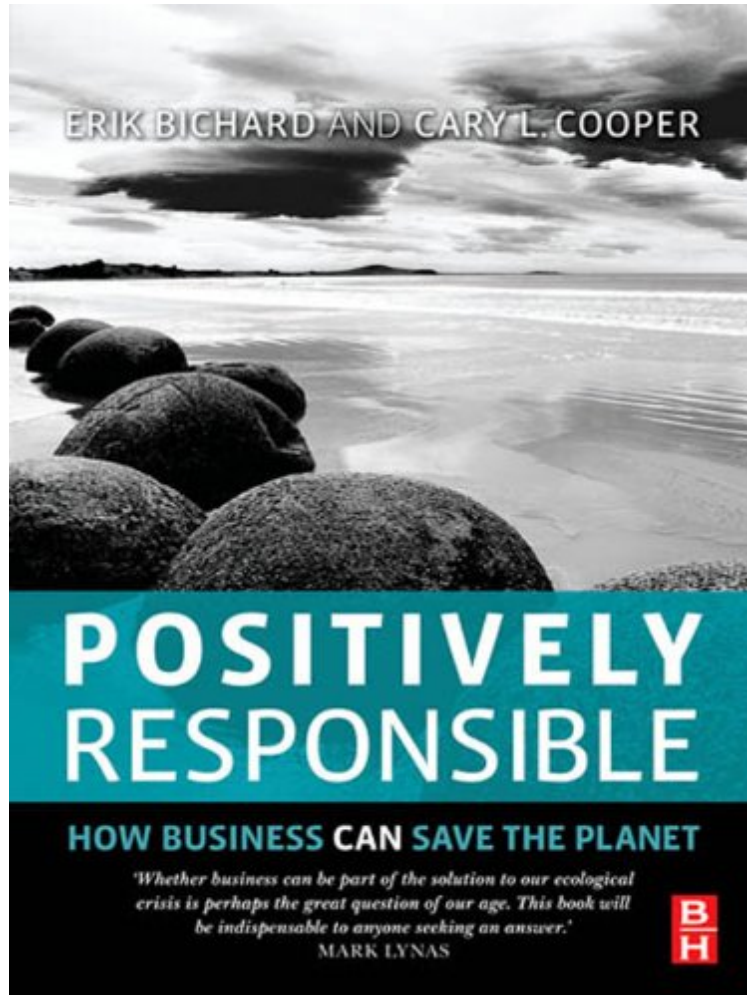


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Positively Responsible

Erik Bichard

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Erik Bichard : Positively Responsible before purchasing it in order to gage whether or not it would be worth my time, and all praised Positively Responsible:

Surveys and polls show consistently that most of us, including those in business, already know that the natural and social life support systems of the world are in trouble but that little is being done about it. Positively Responsible takes a unique look at this hot topic and considers how business leaders, groups of people taking collective action and whole countries can come to think differently about the world's problems. By closely examining the work of three well-known business leaders and taking examples from many industry-leading companies, the book reveals how a positive and sustainable approach can pay dividends in the future, both in terms of social and environment impact, and competitiveness. Combining sustainability expertise across all business sectors and valuable insight into organizational

psychology, Erik Bichard and Cary Cooper make a compelling author team to take you through the sustainability lessons learnt by big business.

"At last - a book about 'business and sustainability' that treats business as an integral part of society (not some disconnected alien force) and business people as real people with real feelings, doubts and contradictions. That makes *Positively Responsible* a much more satisfying and illuminating read." Jonathan Porritt, Forum for the Future "Whether business can be part of the solution to our ecological crisis is perhaps the great question of our age. This book will be indispensable to anyone seeking an answer." Mark Lynas, journalist and author

About the Author Cary Cooper, CBE, is currently Professor Cary Cooper, CBE, is Professor of Organisational Psychology and Health at Lancaster University Management School. He is also President of the British Academy of Management. He is the author of over 80 books (on occupational stress, women at work and industrial and organizational psychology), has written over 300 scholarly articles for academic journals, and is a frequent contributor to national newspapers, TV and radio. He is currently Founding Editor of the *Journal of Organizational Behavior*, co-Editor of the medical journal *Stress Medicine*; Co-Editor of the *International Journal of Management*. He is a Fellow of the British Psychological Society, The Royal Society of Arts, The Royal Society of Medicine and the Royal Society of Health. Professor Cooper is the President of the British Academy of Management, is a Companion of the (British) Institute of Management and one of the first UK based Fellows of the (American) Academy of Management (having also won the 1998 Distinguished Service Award for his contribution to management science from the Academy of Management). Professor Cooper is the Editor (jointly with Professor Chris Argyris of Harvard Business School) of the international scholarly Blackwell *Encyclopedia of Management* (12 volume set). He has been an advisor to the World Health Organisation, ILO, and recently published a major report for the EU's European Foundation for the Improvement of Living and Work Conditions on "Stress Prevention in the Workplace".