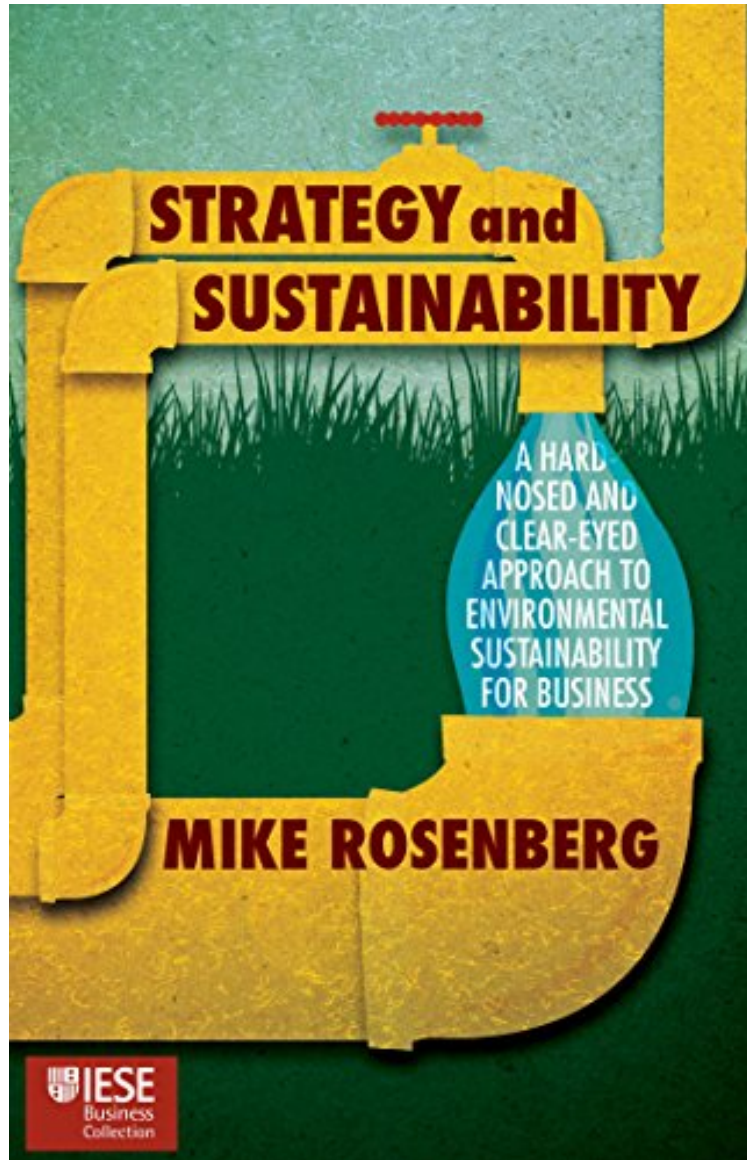


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Strategy and Sustainability: A Hardnosed and Clear-Eyed Approach to Environmental Sustainability For Business (IESE Business Collection)

Mike Rosenberg

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Mike Rosenberg : Strategy and Sustainability: A Hardnosed and Clear-Eyed Approach to Environmental Sustainability For Business (IESE Business Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategy and Sustainability: A Hardnosed and Clear-Eyed Approach to

Environmental Sustainability For Business (IESE Business Collection):

2 of 2 people found the following review helpful. A Pragmatic Approach to Sustainability. By Paddy Miller. Businesses have been behind the sustainability curve. This book will help board members and executives to catch up. In terms of mapping a coherent sustainability strategy Mike Rosenberg develops an excellent framework that gives shape to the lenses that opposing stakeholders have in this discussion. The strategy challenges for stakeholders who, at times, are on the same side though one would not have guessed it, Rosenberg articulates in terms of their starting point or kick off; time and timing; focus; risk management; the role played by government and the purpose of a strategy. He draws on numerous examples and case studies to illustrate his argument. (Full disclosure: The writer of this review is mentioned on Page 19 on the hard cover edition.) Readers will find that Rosenberg is essentially pragmatic. After many years of board level experience he stays away from the abstract and remains at all times hands-on, an approach that will facilitate an ongoing discussion that should be taking place in many board rooms today.

1 of 1 people found the following review helpful. A must read for executives aspiring for global leadership. By BookRun Mike Rosenberg offers a fresh outlook on how to make sustainability a core of corporate strategy. Unlike a number of published works, where sustainability equates to corporate social responsibility, Mike has shown a way for managers to assess, formulate, implement and monitor the outcomes of sustainable corporate strategic moves. Overall, a must read for executives aspiring for global leadership, while grounding their actions on what matters to a firm's stakeholders.

0 of 0 people found the following review helpful. very happy with this book. By Alex Rose. very happy with this book! clear, straightforward and illustrating for those of us who are interested in business and sustainability

Business and environmental sustainability are not natural bedfellows. Business is about making money; sustainability is about protecting the planet. Business is measured in months and quarters; sustainability often requires significant short term costs to secure a sometimes uncertain long-term benefit. To some activists, all executives are exploitative, selfish "1 percenters". To some executives, all activists are irresponsible, unyielding extremists. And yet engaging with the issue isn't optional - all businesses must have a strategy to deal with sustainability and, like any strategy, this involves making choices. Strategy and Sustainability encourages its readers to filter out the noise and make those choices in a hard-nosed and clear-eyed way. Rosenberg's nuanced and fact-based point of view recognizes the complexity of the issues at hand and the strategic choices businesses must make. He blends the work of some of the leading academic thinkers in the field with practical examples from a variety of business sectors and geographies and offers a framework with which Senior Management might engage with the topic, not (just) to save the planet but to fulfil their short, medium, and long-term responsibilities to shareholders and other stakeholders.

"Strategy and Sustainability reads very well and the blend of facts, views, and historical and technical data is a source of continuous inspiration. The recognition that perceptions and realities are highly influenced by regional and developmental factors makes the book very insightful."

- Joseacut Lopez, Member of the Executive Committee, World Business Council for Sustainable Development; Former Executive Vice President for Worldwide Operations, Nestle

"Strategy and Sustainability provides an excellent overview of the sustainability discussion, its development, and its relevance for businesses. Michael Rosenberg's book provides a holistic and good read about the different challenges to bridge the gap between the traditional business perspective and stakeholder expectations."

- Uwe Bergmann, Director Sustainability Management, Henkel "If it's not safe, it's not sustainable. If it's not sustainable, it has no future. For those that understand the laws of successful industry, putting these practices into action is the foundation for a successful business."

- Mark Cutifani, Chief Executive, Anglo American plc quoted on LSE and NYSE "Sustainability is a central dimension of good corporate governance. Mike Rosenberg's book provides an excellent framework and real cases on how senior executives and board members should include sustainability in strategic discussions."

- Jordi Canals, Dean, IESE Business School

"Mike Rosenberg's new primer on the corporate sustainability landscape nicely fills the knowledge gap for Board-level business people. And almost anyone can use the thoughtful frameworks to better diagnose today's challenges and plan a more concrete and less risky path forward."

- Hutch Hutchinison, Senior Fellow, Rocky Mountain Institute; former Director, The Boston Consulting Group

"Mike Rosenberg makes a persuasive argument that business success is incomplete without a dedication to environmental sustainability. Rosenberg suggests all leaders have a responsibility to be accountable on this important scale and offers concrete ways to make change for the better."

- Steve Capus, Executive Producer of the CBS Evening News with Scott Pelley; Executive Editor, CBS News

From the Back Cover Business and environmental sustainability are not natural bedfellows. Business is about making money; sustainability is about protecting the planet. Business is measured in months and quarters; sustainability often requires significant short term costs to secure a sometimes uncertain long-term benefit. To some activists, all executives are exploitative, selfish "1 percenters". To some executives, all activists are irresponsible, unyielding extremists. And yet engaging with the issue isn't optional - all businesses must have a strategy to deal with sustainability and, like any strategy, this involves making choices. Strategy and

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About the Author Mike Rosenberg is an Assistant Professor at IESE Business School. Professor Rosenberg joined the faculty at IESE after working for more than 15 years as a Management Consultant for companies such as Arthur D. Little, A.T. Kearney, and Heidrich Struggles working in Europe, North America, and Asia. Professor Rosenberg lectures on Strategy, Globalization, and Sustainability in IESE's MBA and executive programs. He is also Academic Director of a number of the school's top-ranked executive education programs. In addition to his academic work, Professor Rosenberg routinely consults with leading international companies and is asked to speak on topics relating to scenario planning, sustainability, and managing global firms.