

Sustainability Strategies



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Managers have increasingly been requested to base eco-investments on solid grounds. They need to know what they should do first, and why. Should they focus on generating carbon credits via eco-efficiencies? Enhance corporate reputation by joining Green Clubs? Subscribe to eco-label programs? Explore emerging cleantech markets? Within the overwhelming possibilities, many do a bit of everything and spend precious resources without sound rationales. By analysing the rationales for sustainability strategies, this book addresses a timely question for managers, academics and MBAs: 'when does it pay to be green?' Based on solid theoretical foundations and empirical research, it clarifies the elements involved in the formation and evaluation of sustainability strategies in firms. Through the systematic use of analytical frameworks, Sustainability Strategies helps managers to prioritize eco-investments, and transform them into sources of competitive advantage and new market spaces.

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