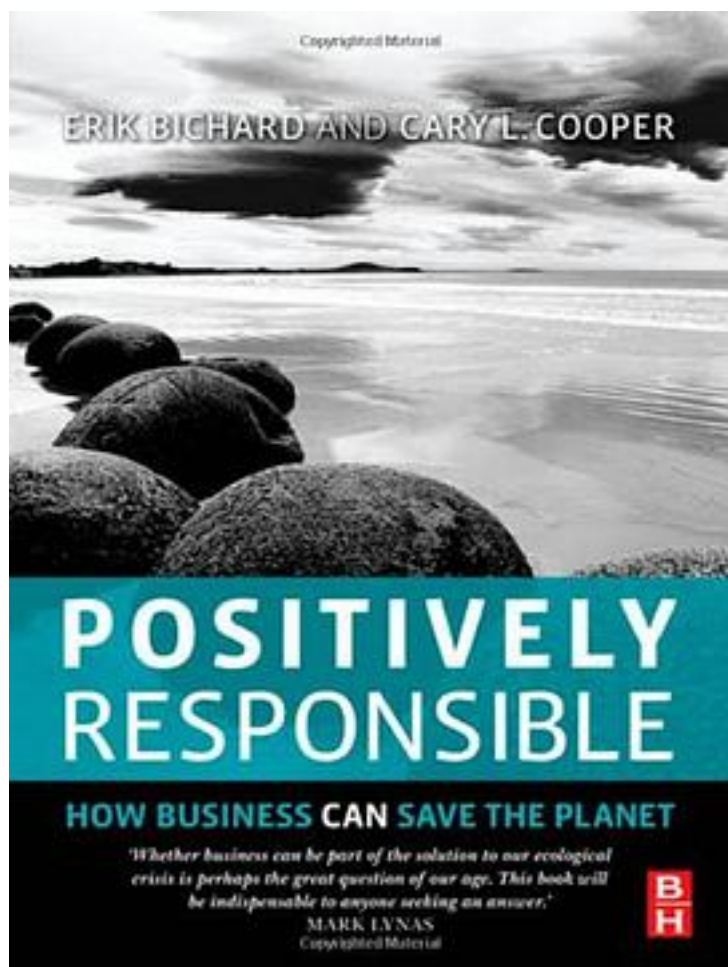


Positively Responsible



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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.

- * Shows how being "positively responsible" can be a market advantage with illustrations from Wal-Mart, The Body Shop, Ben & Jerry's, Shell and many others

- * Provides innovations not yet seen in the marketplace with scientifically robust insights

- * The first book of its kind to focus on the role that business can play to make large-scale improvements in how we use the world's resources and provide services to customers without it costing the earth

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