



Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts

Marc J. Epstein, Adriana Rejc Buhovac

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NEW EDITION, REVISED AND UPDATED

Most companies today have some commitment to corporate social responsibility, but implementing these initiatives can be particularly challenging. While a lot has been written on ethical and strategic factors, there is still a dearth of information on the practical nuts and bolts. And whereas with most other organizational initiatives the sole objective is improved financial performance, sustainability broadens the focus to include social and environmental performance, which is much more difficult to measure.

Now updated throughout with new examples and new research, this is a complete guide to implementing and measuring the effectiveness of sustainability initiatives. It draws on Marc Epstein's and new coauthor Adriana Rejc Buhovac's solid academic foundation and extensive consulting work and includes best practices from dozens of companies in Europe, Asia, North America, South America, Australia, and Africa. This is the ultimate how-to guide for corporate leaders, strategists, academics, sustainability consultants, and anyone else with an interest in actually putting sustainability ideas into practice and making sure they accomplish their goals.

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