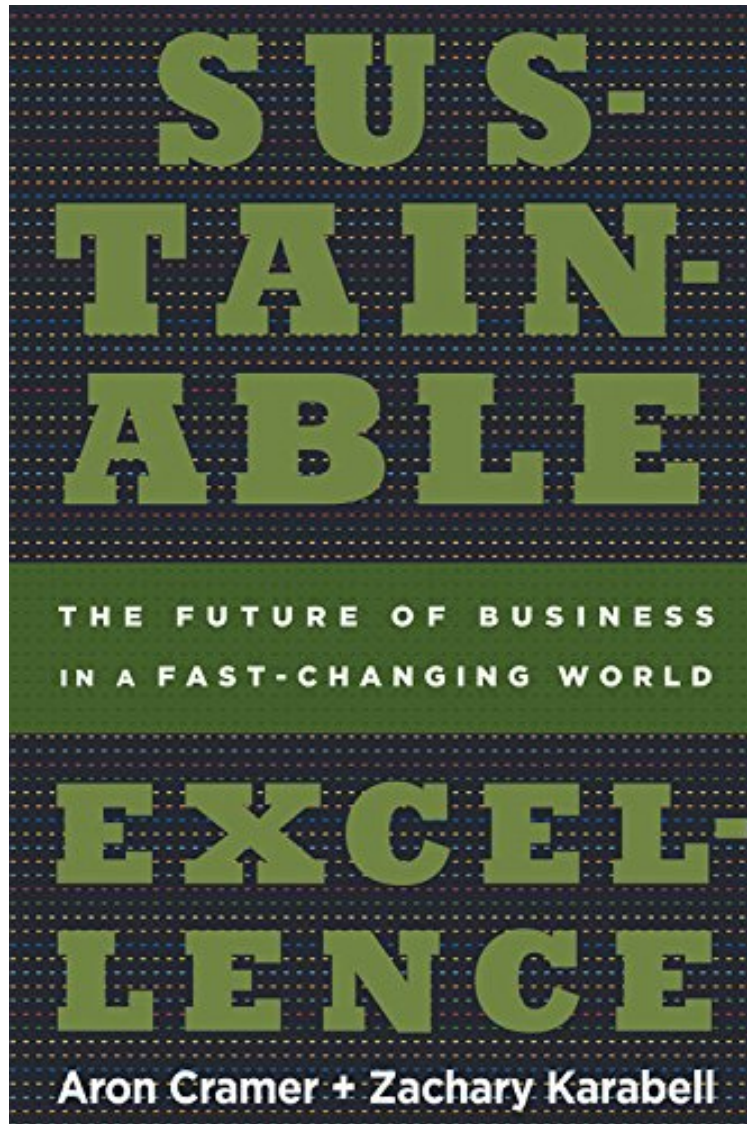


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## Sustainable Excellence: The Future of Business in a Fast-Changing World

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**Aron Cramer, Zachary Karabell : Sustainable Excellence: The Future of Business in a Fast-Changing World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sustainable Excellence: The Future of Business in a Fast-Changing World:

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Bernie Kelly, Intelog HealthcareI found Sustainable Excellence an excellent overview of many of the innovators in thinking about the challenges facing their industry and the planet. The authors provide a strong case for holistic thinking engaging all stakeholders, and many examples and references to support the story.I have learned a number of new insights from a global perspective and the book has helped me reflect on the momentum that is continuing to build.This book is inspiring further thinking impacting my business and those we work with.Bernie KellyIntelog Healthcare Performance Group0 of 1 people found the following review helpful. hope is nupon usBy i cramerTHIS BOOK NOT ONLY OFFERS VALUABLE INSIGHT TO THE WORKINGS OF THE CORPORATE WORLD, IT ALSO OFFERS HOPE FOR THE FUTURE. THE HOPE COMES FROM THE EVER INCREASING STEPS TAKEN BY MANY CORPORATIONS TO BE BETTER LABOR AND ENVIRONMENTAL CITIZENS.

How the world's most influential companies are building business strategies that tackle the biggest global challenges.Today's business landscape is changing in fundamental ways: Natural resources are growing ever more scarce and expensive. Technology and changing consumer expectations are making transparency a fact of life. The rise of emerging economies creates vast market opportunities for companies--and better living standards for hundreds of millions. In Sustainable Excellence, Aron Cramer and Zachary Karabell tell the stories of the companies who are transforming themselves by responding to these paradigm shifts and in the process shaping the future.From their work with these Global 1000 companies, Cramer and Karabell know firsthand how business can successfully grapple with big-picture issues like resource scarcity, supply chain complexities, and the diverse expectations of government and the public. In Sustainable Excellence, they tell the story of how Coca-Cola and Greenpeace collaborated on a refrigerator that fights climate change. They show how companies like Best Buy and Nike are transforming the very products they sell to deliver more value to consumers with less waste. They recount how GE and Google created an innovative partnership that is developing "smart grids" that radically reduce energy use. And they show how business leaders like Starbucks' founder and CEO Howard Schultz put sustainable excellence at the center of his company's business strategy.Through these and other fascinating stories, Sustainable Excellence makes the case for a different way of doing business--one that will define both business success and economic vitality in the 21st century.

From Publishers WeeklyIn their first book together, Cramer, the CEO of Business for Social Responsibility, and Karabell (Superfusion) define a sustainable business as one that not only delivers value, but also treats people fairly, improves the living standards of its employees and community, and uses natural resources wisely. The authors are well-positioned to speak on the timely topic and, though their voices strike a nice blend between conversation and education, their effort suffers from disorganization and a lack of analysis. After the first chapter's discussion of five core elements executives should adopt to position their companies for sustainable excellence, tips and insights are few and far between, and too much time is devoted to emphasizing the importance of sustainability, a position that most readers drawn to the book will already be at least somewhat convinced of. The authors' narrow focus-only highlighting businesses pursuing sustainable excellence-reduces the need for analysis, results in a sort of literary greenwashing, and reads more like an early history of sustainability efforts than a business primer; it might satisfy history, business, or conservation buffs, but the CEO looking to achieve this future greatness in her own organization won't find much help here. (c) Copyright PWxyz, LLC. All rights reserved. nbsp; lquo;Sustainable Excellence provides an insightful window into the intersection of business and environment. Companies that take to heart the lessons Aron Cramer and Zach Karabell provide will be well positioned as natural resource constraints reshape the business landscape.rquo; mdash;Mark Tercek, president and CEO of the Nature Conservancy