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# Embedded Sustainability: The Next Big Competitive Advantage



## Synopsis

We are in the midst of a sea-change. In years past, corporate social responsibility may have been seen as a feather in a corporation's cap but, today, ecological and social pressures require a new type of business response. In *Embedded Sustainability*, authors Chris Laszlo and Nadya Zhexembayeva convincingly show how companies can better leverage global challenges for enduring profit and growth. In this outstanding book, readers will learn about the marquis concept of "embedded sustainability": the incorporation of environmental, health, and social value into core business activities with no trade-off in price or quality. When Clorox introduced its new line of Green Works cleaners or Nissan developed its Leaf 100% electric car, these firms were pursuing a profit shift in mainstream markets. In addition to churning out smarter (instead of just greener) products for consumers at large, embedded sustainability is capable of hugely motivating employees. Most of all, it enables companies to create even higher returns for investors, while responding to the new market realities of declining resources, radical transparency, and rising customer expectations. This book helps readers to comprehend—and act on—the notion of embedded sustainability, explaining why it is now a requisite in every sector, how smart companies are creating even higher value for their customers and investors, and what new management competencies are needed to compete in today's marketplace.

## Book Information

Hardcover: 288 pages

Publisher: Stanford Business Books (April 13, 2011)

Language: English

ISBN-10: 0804775540

ISBN-13: 978-0804775540

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars — See all reviews (16 customer reviews)

Best Sellers Rank: #175,976 in Books (See Top 100 in Books) #45 in Books > Business & Money > Processes & Infrastructure > Green Business #319 in Books > Business & Money > Economics > Environmental Economics #547 in Books > Business & Money > Processes & Infrastructure > Strategic Planning

## Customer Reviews

*Embedded Sustainability* is a must read for any business leader and actually anyone living on this

planet. The authors provide a compelling case that it's not a choice whether business should embrace sustainability. If a business is to succeed, sustainability should be part of a company's DNA due to declining resources, increased (radical) transparency, and also increasing expectations from stakeholders. However, the question still remains as to how to embrace sustainability. Others have noted as well - such as studies by McKinsey as well as Boston Consulting Group and MIT - that sustainability is not a choice for companies anymore. However, what is missing is understanding the how of embedding sustainability into a company's strategy and daily operations. In that respect, the authors provide an excellent roadmap for organizations. Actually, I do not know of any other book at this time that does so. That is why I think it is a must read. If sustainability is no longer a choice and if there is no better current resource on how to implement it, *Embedded Sustainability* is a book any manager who wants to succeed needs to read. Although the book is written in business vernacular, implicit in the book is a positive message and hope for the future. If our planet is to become sustainable, not only must business be part of the solution; but also, business can also transform its own image. Currently, business leaders are among the least trusted and most looked "down upon" people in society (very close to politicians). Yet, it can be these same business leaders that can help us get out of this mess we created.

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