



Mainstreaming Corporate Sustainability: Using Proven Tools to Promote Business Success

By Suzanne Farver

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A PRACTICAL GUIDE TO THE LEADING TOOLS AND RESOURCES TO SUCCESSFULLY INTEGRATE SUSTAINABILITY INTO YOUR COMPANY'S CORPORATE CULTURE Used as the centerpiece for a popular corporate sustainability class taught on campus and online at Harvard University, this book provides students and professionals alike with an overview of the most valuable management tools and resources. Through the examples of companies from around the world, you will learn about the various international standards and performance frameworks that can be adapted to your company. This book will help you to develop an understanding of the pitfalls and challenges of this ever-changing field. You will become adept at asking the right questions and speaking the language of sustainability professionals so that you too can become a leader in this important business arena. Praise from our students (from anonymous course evaluations):

- A great balance between application of the tools/metrics/frameworks and the understanding of the philosophical underpinnings.
- In a word: integration--it brought the various elements of sustainability into a cohesive and systematic methodology. It has broadened how I view corporate responsibility and options for addressing the pressing sustainability challenges facing our world.
- It provides concrete information and examples on how to save money (as a business owner, I found it helpful).
- Highly relevant to any industry and any position within a company, sustainability-related or not. Ninety-five percent of the students surveyed recommended the course to other students.

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Editorial Review

About the Author

Suzanne Farver, ALM, JD teaches Corporate Sustainability Management, a popular course taught on campus and online at Harvard University. A seasoned sustainability professional with a lifetime of experience in nonprofit management, Suzanne's background includes serving seven years as executive director of the Aspen Art Museum, where she developed a sound business plan for what was then a struggling organization. She is an alumna of the Sustainability and Environmental Management graduate program at Harvard, where she was first in her graduating class. She has served on many nonprofit boards and currently chairs the finance committee for both the Rocky Mountain Institute and Presidio Graduate School. She has a strong track record of working with groups, building consensus, and emulating vision.

Users Review

From reader reviews:

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