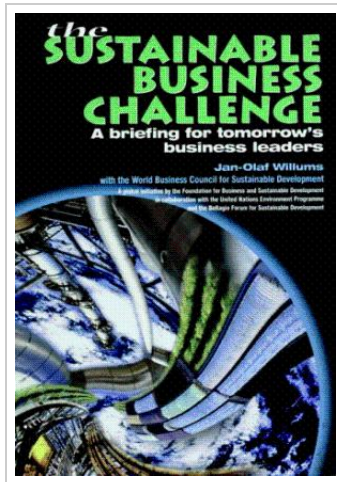




The Sustainable Business Challenge: A Briefing for Tomorrow's Business Leaders

By Jan-Olaf Willums, World Business Council for Sustainable Development

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, The Sustainable Business Challenge: A Briefing for Tomorrow's Business Leaders, Jan-Olaf Willums, World Business Council for Sustainable Development, Two decades ago, in the late 1970s, environmental concerns were only beginning to surface in the world's boardrooms. Today, environmental stewardship is part of every board member's vocabulary. So what issues will be on the corporate board agenda twenty years from now? How fully will environmental and social questions be integrated into the fabric of an enterprise? That depends on those entering the corporate world now: by the time today's business students have gained senior positions, concepts such as eco-efficiency and the "social licence to operate" should be common currency. Therefore, environmental concerns will be high on the list of recruitment and career development requirements of 21st-century corporations. So how well prepared are today's business students? The Sustainable Business Challenge began with a collaboration between the WBCSD and the international student organisation AISEC to discover precisely that. Environmental staff from the WBCSD's member companies, business professors and members of environmental NGOs were asked to help compile a document of what every student should know. A version was posted on the Internet along with a...



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