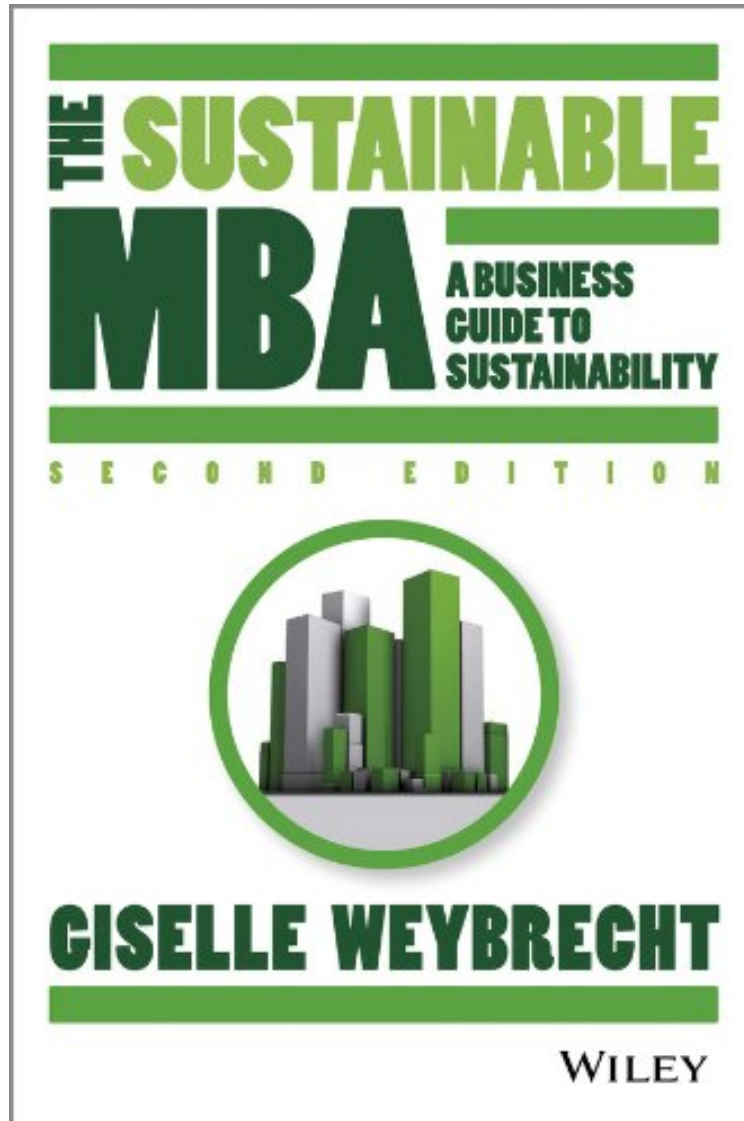


The Sustainable MBA: A Business Guide to Sustainability

Giselle Weybrecht

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Giselle Weybrecht : The Sustainable MBA: A Business Guide to Sustainability before purchasing it in order to gage whether or not it would be worth my time, and all praised The Sustainable MBA: A Business Guide to Sustainability:

0 of 0 people found the following review helpful. Great BookBy defaultThe content is very interesting and everything is explained in a way that everybody should understand. Easy to read font. The font is also bigger and the textbook is not your average size textbook; it is about the size of a novel. The book also does not cost an arm and a leg unlike your normal textbooks.0 of 2 people found the following review helpful. Excelent. grate tool to make students generators of

sustainable ...By lorenzo munozExcelent.grate tool to make students generators of sustainable values7 of 8 people found the following review helpful. How business and sustainable aims can co-existBy RippleAuthor Giselle Weybrecht worked for a number of years in the UN on sustainability before taking an MBA and this book laudably aims at bridging the gap between the 'wouldn't it be nice if ...' and the hard nosed business reality. Once it gets into its stride in the main part of the book, it is hugely successful at this and very readable.To start with I was concerned that this was no different from the reams of pages written on why we should be greener. She cites the many international conferences on sustainability (lets's let slide the carbon cost of bringing all these people together - with Rio seeming to crop up with curious regularity) and while their conclusions are hard to object to, they do seem to be more like the Miss World desires for 'world peacer' that Sandra Bullock lampooned in Miss Congeniality. However, to her credit, what Weybrecht does well is to understand that what drives corporate action is the bottom line and she frequently notes where sustainability has been proven to make financial sense too. She does rather throw numbers around without reference or support which can be a bit discerning, but it does make the book very readable and not too academic.The secret to the success is the structure of the second, and largest, part of the book. She goes through the core business areas of an MBA - accounts, economics, entrepreneurship, ethics and corporate governance, finance, marketing, operations, HR and strategy - and for each one addresses:why it is importantthe key conceptschallengestrends and ideas.There is the potential to get too bogged down in conforming to the structure but this never happens. It's true that some topics are more successful than others (the accounting chapter is on the weak side) but the best chapters (strategy, economics, marketing, operations) are amongst the most sensible and helpful approaches to sustainability that I've read. It's also worth pointing out that she provides a raft of sources of further information about most topics covered.The key is that she balances business needs with those of the sustainability movement. Too much of the writing in this area treats the two as antagonists which is less than helpful. This is realistic and thought provoking. There's a huge amount of common sense here. I will not be sending this book to the recycling any time soon.

Whether you are an employee, a manager, an entrepreneur or a CEO, The Sustainable MBA Second Edition provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole. Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including: What sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like. A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices. Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job. A survey of the exciting trends in sustainable business happening around the world. A wealth of links to interesting resources for more information. The Sustainable MBA Second Edition is organized like a business school course, allowing you easy access to the relevant information you need about sustainability as it relates to Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behavior and HR, Operations and Strategy. The Sustainable MBA Second Edition has been updated to reflect global developments in this evolving field to remain the definitive guide to sustainable business. Additional resources to accompany the book are available at www.thesustainablemba.com.

'Read it. Re-read it. Imbibe it. And make it a core part of the way you do business.' (Elite Business, December 2013) packed with facts, examples and tools for turning good intentions on sustainability into action. (The CA, January 2014) It is heartily recommended The information contained herein is invaluable to managers, analysts, commentators, academics and consumers alike. (Cambridge Business, March 2014) The Sustainable MBA is a reference manual to have always near, an amazing catalogue of ideas to be developed by everyone interested in sustainability (CSR International, April 2014)From the Back CoverWhether you are an employee, a manager, an entrepreneur or a CEO,The Sustainable MBA Second Edition provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole. Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including: What sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like. A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices. Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job. A survey of the exciting trends in sustainable business happening around the world. A wealth of links to interesting resources for more information. The Sustainable MBA Second Edition is organized like a business school course, allowing you easy access to the relevant information you need about sustainability as it relates to Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behaviour and HR, Operations and Strategy. The Sustainable MBA Second Edition has been updated

to reflect global developments in this evolving field to remain the definitive guide to sustainable business. Additional resources to accompany the book are available at www.thesustainablemba.com. About the Author Giselle Weybrecht is determined to make sustainability everybody's business. Her work is focused on how to inspire and engage the next generation of business leaders to not only understand sustainability, but to put it into practice in ways that make sense for the environment, society and business. She has 15 years of experience working in sustainability in particular with the United Nations but also with governments, universities, NGOs, businesses and entrepreneurs. Giselle has a MBA from London Business School and is a frequent lecturer at universities around the world.