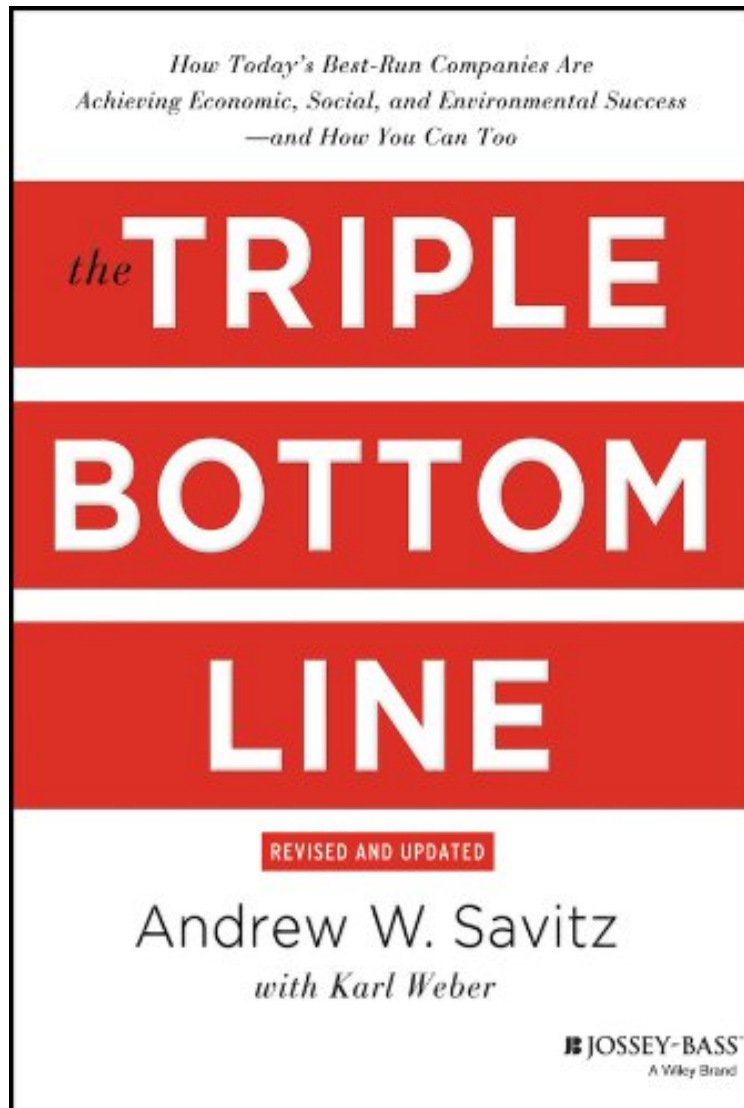


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The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too

Andrew Savitz

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The classic guide to sustainability strategy and implementation—updated for today's businesses
To ensure business success, companies must embrace sustainable management. Firms need to find the overlap between business interests and the interests of society and the environment before they can secure a lasting competitive edge. By making the case for sustainability as a fundamental business practice, *The Triple Bottom Line* became an instant classic when first published in 2006, showing a generation of business leaders how to find their sustainability sweet spot—where profitability merges seamlessly with the common good. Now updated with ground-breaking stories of successes and failure, this revision of *The Triple Bottom Line* is a critical resource for all managers and leaders. Features in-depth success stories of sustainability practices at major firms such as Wal-Mart, GE, DuPont, American Electric Power, and PepsiCo—and shows why companies such as BP and Hershey continue to fail
Draws on Andy Savitz's 25 years of pioneering consulting and research in the field
Includes all-new reporting and analysis on the practice of sustainability and the triple bottom line in business today, providing new insights on where sustainability is headed
The Triple Bottom Line is essential reading for any firm to meet the challenge of creating lasting value for both shareholders and society.

From the Inside Flap
In the twenty-first century, sustainability isn't optional—it's essential for business success. By making the case for sustainability as a fundamental business practice, *The Triple Bottom Line* became an instant classic when first published in 2006. It showed a generation of business leaders how to find their companies' sustainability sweet spots—where profitability merges seamlessly with the common good. Author Andy Savitz drew on twenty-five years of pioneering consulting experience with Fortune 500 firms to share practical ways companies can achieve measureable success against economic, environmental, and social benchmarks—the three components of the triple bottom line. Now this landmark book has been updated and revised for a new generation of business leaders. *The Triple Bottom Line* features in-depth success stories of sustainability practices worth emulating at major firms, with new and updated case studies from GE, Wal-Mart, DuPont, and many other companies large and small. Savitz also adds new analyses of businesses that have stumbled, showing how and why Hershey's, BP, and others have suffered financial and strategic setbacks through sustainability missteps. This new edition also draws on the latest research to deliver fresh insights into the future of sustainable business, including the rise of B (for "beneficial") corporations and other promising new organizational models, the growing importance of sustainability reporting, and new ways to align your company culture behind the Triple Bottom Line goals. Now more than ever, *The Triple Bottom Line* is essential reading for business leaders as they tackle the challenge of creating lasting value for both shareholders and society.
From the Back Cover
"Savitz makes a lively and cogent case that no company or manager can afford any longer to ignore the world around them. A thoughtful guide for managers who still harbour doubts about the point of sustainability." —*The Financial Times*
"Required reading." —*Fortune*
"The main challenge of sustainability is how to take it from concept to action. Andy Savitz communicates in plain language what sustainability is and how everyone in the organization can help achieve it." —Charles O. Holliday Jr., chairman, Bank of America
"Andy Savitz gets it. He also happens to be witty, sensible, and a good writer as well as a good business strategist—sort of a modern Ben Franklin. That makes this book a joy to read as well as indispensable for businesspeople who wish to succeed in this new age." —Walter Isaacson, author, *Steve Jobs*
"Whether you are a corporate manager, investor, consumer, or public official, this book will change your view of how corporations can succeed for themselves and for society. Savitz combines vision and practical advice in an elegant presentation." —George Stephanopoulos, chief political correspondent, ABC News; anchor, *This Week With George Stephanopoulos*
"A bold and readable foray into this complex subject. Readers will come away enlightened." —Kert Davies, research director, Greenpeace USA
About the Author
Andrew W. Savitz heads Sustainable Business Strategies, a consultancy that assists organizations to improve their Triple Bottom Line. Previously, he was a lead partner in the sustainability services group at PricewaterhouseCoopers LLP. He served as general counsel of Environmental Affairs for Massachusetts and founded the Massachusetts League of Environmental Voters. He is the author of *Talent, Transformation, and the Triple Bottom Line* (Jossey-Bass, 2013). Savitz's online newsletter, *The Savitz Report*, helps companies leverage their human capital to accelerate the transformation to sustainability. Savitz lives in Brookline, Massachusetts. For more information, please visit getsustainable.net and thesavitzreport.com
Karl Weber is a writer and editor who specializes in business, politics, current affairs, history, and social issues. Among many other books, he coauthored the New York Times bestseller *Creating a World Without Poverty* with Nobel Laureate Muhammad Yunus. He lives in Irvington, New York, with his wife, Mary-Jo Weber.