

Transforming Sustainability Strategy into Action: The Chemical Industry

A highly informative and brilliant contribution to the growing sustainability literature

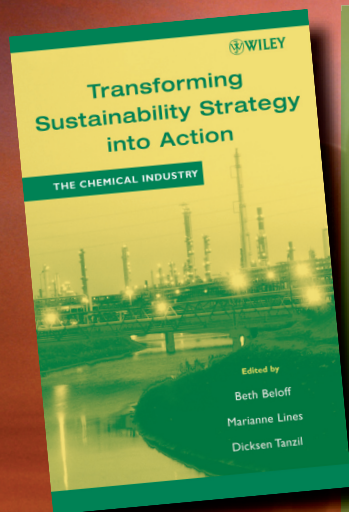


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Edited by Beth Beloff,
Marianne Lines, and Dickson
Tanzil, BRIDGES to Sustainability

0-471-64445-5

568 pages

Sept 2005

Cloth

List Price: \$99.95

Conference Price: \$84.95

This unique book shows businesses the steps that can translate sustainability strategies into action; an innovative guide to the practical tools needed to identify and assess options for improving the sustainability of their companies.

Whether you are a veteran practitioner of sustainability or a future decision-maker, *Transforming Sustainability Strategy into Action* has the answers for you. This book is written in the voices of many different experts on the subject of sustainability. The authors' extensive experience make them uniquely qualified to deliver the kind of hand-on, responsive business solutions that will give corporate leaders the competitive edge in preparing for today's socially and environmentally conscious marketplace.

With an uncommon grasp of proven decision-making tools designed to provoke creative thinking, the editors have compiled an invaluable resource of practical information and address some of the most challenging issues for our world today.

"*Transforming Sustainability Strategy into Action* provides an understanding on what the many facets of sustainability mean to the chemical industry and how one may take on the challenge of building an integrated sustainability approach. Anybody interested in sustainability can learn from this book, whether you have been engaged in the process for awhile or are just beginning to think about sustainability as a strategy. Enjoy the journey."

— Dawn Rittenhouse, Director Sustainable Development for DuPont
from the Foreword

"*Transforming Sustainability Strategy into Action* takes another path. Eschewing simplistic silver bullets, it pushes us forward both conceptually and operationally into new approaches, new ways of thinking, that in turn enable us to begin a rational, and ethical, interaction with this unique and strange new age that we have done so much to bring about. Forget Mars: humans have terraformed a planet already, and this book is another small step in responsibly responding to that reality. Certainly we do not yet understand the complex systems within which we are already operating, nor do we know what the best actions might always be. As this book illustrates, however, we have both the will and the capability to begin building a better world."

— Brad Allenby, former VP EHS, AT&T and professor, Arizona State
from the Foreword

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