



## Global Sustainability: 21 Leading Ceos Show How to Do Well by Doing Good (Hardback)

By Mark Lefko

Morgan James Publishing, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Smart business leaders care about Sustainability. It s not just good PR--it s good business, and a growing number of leading CEOs are embracing it. Mark Lefko s Global Sustainability examines this vital subject from the perspective of today s most influential business leaders. Global Sustainability means ensuring that everyone on Earth has what they need to survive and thrive. But in order for this to be feasible--and sustainable--businesses need to be able to turn a profit. Lefko shares profound insights gleaned from his one-on-one interviews with business leaders of all stripes, from the CEOs of Global Multinationals, Fortune 50 giants to visionaries leading plucky startups. Learn from these CEOs and others: Sir Richard Branson-Virgin Group, Paul Polman-Unilever, Ann Sherry-Carnival Australia, Feike Sijbesma-DSM, David MacLennan-Cargill, Marc Benioff-Salesforce. In exclusive interviews, these 21 leading CEOs explain: How the Global Sustainability movement is shaping the growth of the most profitable companies around the world How your company can participate fully in this movement--and profit from your participation How your guiding ethical principles shape your company s identity . and why they re vital to your survival! Global...



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