



Sustainability Is the New Advantage

Leadership, Change, and the Future of Business

By Peter McAteer

Pub Date: 15 April 2019

Binding: Hardback

Price: £29.80 / \$37.99

ISBN: 9781783089468

BISAC CATEGORY: BUSINESS & ECONOMICS /

Development / Sustainable Development BUSINESS &

ECONOMICS / Leadership, BUSINESS & ECONOMICS /

Organizational Development

BISAC CODE: BUS072000

BIC CODE: K

RIGHTS

Exclusive: WORLD

Extent: 250 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Environment and Sustainability

A practical blueprint for building sustainable organizations.

McAteer has created a masterpiece on sustainability. He personalizes the sustainability agenda, then surrounds it with facts and offers guidance on how to grow the sustainability movement. He notes especially that planet, profit, and people can coexist and mutually reinforce each other to benefit all. Kudos for this great work.

—Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan, and Partner, The RBL Group

Peter McAteer has written an extraordinary "Sustainability Is the New Advantage" is an all-in-one instructional manual that companies (of any size) can use to gain a clear competitive advantage by exploiting the opportunities offered by a commitment to sustainability. Every business school should be teaching at least one course based on this book. McAteer analyzes and illustrates the leadership required to meet a range of sustainability challenges, along with the new knowledge that will be needed, techniques for recruiting and developing the right talent, and strategies for providing continuous training.

—Lawrence Susskind, Ford Professor of Urban and Environmental Planning, Massachusetts Institute of Technology, and Director of the MIT Science Impact Collaborative

The book is really good. It's interesting. It's practical. And it displays great expertise. Drawing on his vast knowledge, McAteer's book is a masterly, practical synthesis showing what companies—and their leaders individually—need to do to build a more sustainable future. His comments about smaller businesses are spot on. Well done!

—Thomas A. Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University

Combining practical tools and powerful stories, "Sustainability Is the New Advantage" is an indispensable guide to one of the most critical issues of our time.

—Scott D. Anthony, Innosight Senior Partner and lead author of Dual Transformation

"Sustainability Is the New Advantage" is a practical blueprint for leaders who want to start, develop, and grow sustainable organizations. The book provides stories and practical examples of how to assess challenges, create demonstrations projects, and scale the capabilities needed for sustainable business transformation.

About the Author(s) / Editor(s)

Peter McAteer is managing director of SustainLearning, member of the board of directors for KPPM Global, and former managing director of Harvard Business Publishing, Corporate Learning.

Ordering in North America	Ordering in the UK/Rest of the World	Ordering in Australia
Books International	NBN International	NewSouth Books
P.O. Box 605, Herndon, VA	Airport Business Centre, 10 Thornbury Road	Rosie Marson, UNSW Sydney
20172-0605 United States	Plymouth, PL6 7PP	NSW 2052, Australia
Tel: +1 703 661 1570 Fax: +1 703 661 1501	Tel: 01752 202301 Fax: 01752 202333	Tel: +61 (02) 8778 9999 Fax: +61 (02) 8778 9944
bimail@presswarehouse.com	orders@nbninternational.com	orders@tldistribution.com.au