



The Sustainable Business (2nd Edition)

Jonathan T. Scott

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This is the 2nd edition of "The Sustainable Business" (2010), winner of The President's Award for Excellence in a Published Body of Work at Kozminski University, Poland.

Recommended for managers, employees, teachers and students, this readable and informative guide explains the importance of waste minimization as a first step toward sustainability. Within its pages, the breadth and depth of long-term profitable business practices are explored with an emphasis on optimizing resources (including labour and markets) and maximizing purchases and investments while eliminating the costs of non-product (waste), unemployment, short-term thinking and environmental degradation. As proof of its potency, "The Sustainable Business" has already been disseminated to over 1.3 million people around the world and the first edition is available in four different languages.

The bottom line: if you're looking to gain insight on the future of business, this is it!

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