



Building to Last: The challenge for business leaders

Colin Hutchinson

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The major challenge for companies is to create a business that will last. This means they have to take seriously the issue of sustainable development, rather than simply having an environmental policy, conducting social or environmental audits or consulting the stakeholder. It requires more radical change; a thorough review of core values and purposes, with attention to the 'triple bottom line' of money, people and nature.

Building to Last shows the way. Part One lays out the factors, including market trends and changing mindsets, which businesses will in future have to take into account. Part Two looks at some of the most enlightened steps so far taken by companies to preserve or enhance profitability while positioning themselves for the next century. The final part examines the different ways in which business can adopt principles of sustainability: independently, through industry associations, with those in their local community and through initiatives and through initiatives such as industrial ecology. It shows how businesses can manage the new challenges, monitor their performance and measure progress towards solutions that will last.

This is a useful guide for environmental managers, senior and middle managers and managers of SMEs; and an essential text for academics and students of business schools or courses.

Colin Hutchinson is an independent Sustainable Development Facilitator working with businesses, local authorities and environmental charities. He is a member of the Council of the Association for Management, Education and Development and a former Chairman of Sheppard Moscow Ltd.

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