DESCRIPTION

*Foundations of Sustainable Business* is designed to introduce future business leaders to the most important social and environmental issues of our generation. From the perspectives of a business thought-leader and a public interest policy expert, the text provides a comprehensive, balanced introduction to sustainable business that integrates sustainable policies into all core business functions, including leadership, finance, accounting, risk management, marketing, supply chain management, and operations.

Presenting sustainability as a strategic priority for all aspects of business, the text clearly defines all key concepts and shows how social, economic, and environmental trends are interconnected and relevant to corporate strategy. While the text provides an honest look at climate change, human trafficking, and environmental issues such as water shortage and ecosystem health, all normative guidance is based on traditional business value propositions, taking into account cost, risk, strategy, marketing potential, and operational feasibility.

Additionally, the text offers a variety of pedagogical tools in each chapter to provide an engaging, qualitative-based learning process. Each chapter ends with original cases with focused questions that test comprehension of concepts. With in-chapter discussion questions, illustrative diagrams, ethical dilemmas, managerial insights, links to fascinating TED Talk videos, and on-point Harvard Business Review cases, *Foundations of Sustainable Business* is user-friendly for instructors and accessible to students.
ABOUT THE AUTHOR

Nada R. Sanders has an international reputation as a leading expert in forecasting and supply chain management. She is author of the book *Supply Chain Management: A Global Perspective* and is co-author of the book *Operations Management*, in its 5th edition. She was ranked in the top 8 percent of individuals in the field of operations management from a pool of 738 authors and 237 different schools by a study of research productivity in U.S. business schools, is a Fellow of the Decision Sciences Institute, and has served on the Board of Directors of the International Institute of Forecasters (IIF), Decision Sciences Institute (DSI), and the Production Operations Management Society (POMS).


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• Provides real-world examples from domestic and international companies of all sizes.

• Offers separate chapters on Finance and Accounting, Risk Management, Operations, Supply Chain Management, Marketing, Legal Compliance, and Leadership.

• Provides a strong foundation in social, economic, and environmental literacy.

• Packed with pedagogical tools in each chapter to provide an engaging, qualitative-based learning process: in-chapter discussion questions, illustrative diagrams, ethical dilemmas, managerial insights, links to fascinating TED Talk videos, and links to on-point Harvard Business Review cases.
• Each chapter ends with original cases with focused questions that test comprehension of concepts introduced in each chapter.

• Offers a chapter on how sustainability impacts virtually all of the disciplines encountered in a traditional MBA curriculum.

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