



# Practical Sustainability Strategies: How to Gain a Competitive Advantage

*Nikos Avlonas, George P. Nassos*

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**Strategies that enable organizations to succeed as businesses and as responsible corporate citizens**

Based on the authors' many years of research and hands-on experience, this book provides tested and proven practical strategies that make it possible for organizations to develop, maintain, or extend their competitive advantage without causing harm to the environment and society. Moreover, it explains how to set goals and objectives and then monitor, measure, and report on progress towards achieving corporate social responsibility and environmental sustainability. Most importantly, readers will discover that this can all be accomplished while, at the same time, improving bottom-line profitability.

*Practical Sustainability Strategies: How to Gain a Competitive Advantage* is divided into four parts:

- **Part 1, Introduction to Sustainability**, underscores the urgency for organizations to adopt and develop sustainable practices
- **Part 2, Sustainable Strategies**, details numerous strategies that have been proven to work, including environmental innovation through biomimicry, green buildings, and green chemistry
- **Part 3, Tools and Metrics**, offers practical information on implementing strategies and measuring sustainability and reporting, including global standards and guidelines for managing sustainability, life-cycle analysis, carbon and water footprints such as GRI, GHG Protocol, UN Global Compact
- **Part 4, Conclusion**, provides an expert forecast of the future of sustainability

Case studies based on the authors' research and fieldwork illustrate how leading companies have implemented each of the sustainability strategies discussed in the book. There's also an appendix with additional case studies exploring various aspects of business practices and sustainability.

*Practical Sustainability Strategies* is ideal as a graduate textbook as well as a reference for business managers. All readers will not only gain a greater appreciation for sustainable development, but also the skills needed to integrate sustainability into all aspects of their organization's business practices.

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