



Competing for a Sustainable World: Building Capacity for Sustainable Innovation

Sanjay Sharma

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The modern world increasingly demands that firms contribute to greater social justice and equity while preserving natural capital. This comprehensive guide, authored by one of the leading thinkers in the field of sustainability, helps managers understand how they can develop business logic, change their organizations, change managerial mindsets and decision-making, and build critical capabilities in order to compete in a sustainable world.

Key Features:

- * Offers new and important guidance to firms on how to effectively develop and implement sustainable business strategies
- * Grounded in academic experience, but readily accessible to a practitioner audience
- * Unique focus on stakeholder assessment, opportunity framing and capability building
- * Based on original research, current state-of-the-art knowledge, and relevant examples

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