

THE SUSTAINABLE MBA

**THE
MANAGER'S
GUIDE TO
GREEN BUSINESS**



GISELLE WEYBRECHT

The Sustainable Mba The Managers Guide To Green Business

Giselle Weybrecht



The Sustainable Mba The Managers Guide To Green Business:

The Sustainable MBA Giselle Weybrecht, 2010-09-24 The Sustainable MBA provides the knowledge and tools to help you green your job and organization to turn sustainability talk into action for the benefit of your bottom line and society as a whole Based on more than 100 interviews with experts in business international organizations NGOs and universities from around the world this first of its kind guide brings together all the pieces of the business and sustainability puzzle including The basics on what sustainability is why you should be interested how to get started and what a sustainable organization looks like A wide range of tools guidelines techniques and concepts that you can use to implement sustainability practices Tools and tips on how to green your job including how to sell these ideas to your team how to make green choices as a consumer and how to organize green meetings A survey of the exciting trends in sustainable business happening around the world A wealth of links to interesting resources for more information The Sustainable MBA is organized like a business school course allowing you easy access to the relevant information you need about sustainability and Accounting Economics Entrepreneurship Ethics Finance Marketing Organizational Behaviour Operations and Strategy Giselle Weybrecht's commitment to sustainable development goes back to before her university years Since then she has expanded her reach to local and national government business social entrepreneurs and the international community She worked for the United Nations World Water Assessment Programme is a fellow of the UC Berkeley based Beahrs Environmental Leadership Programme and holds an MBA from London Business School She is currently developing new approaches to raise awareness among managers of how they can incorporate sustainability into their businesses and everyday professional lives

The Sustainable MBA Giselle Weybrecht, 2013-11-08 Whether you are an employee a manager an entrepreneur or a CEO The Sustainable MBA Second Edition provides the knowledge and tools to help you green your job and organization to turn sustainability talk into action for the benefit of your bottom line and society as a whole Based on more than 150 interviews with experts in business international organizations NGOs and universities from around the world this book brings together all the pieces of the business and sustainability puzzle including What sustainability is why you should be interested how to get started and what a sustainable organization looks like A wide range of tools guidelines techniques and concepts that you can use to implement sustainability practices Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job A survey of the exciting trends in sustainable business happening around the world A wealth of links to interesting resources for more information The Sustainable MBA Second Edition is organized like a business school course allowing you easy access to the relevant information you need about sustainability as it relates to Accounting Economics Entrepreneurship Ethics Finance Marketing Organizational Behavior and HR Operations and Strategy The Sustainable MBA Second Edition has been updated to reflect global developments in this evolving field to remain the definitive guide to sustainable business Additional resources to

accompany the book are available at www.thesustainablemba.com

Sustainability Awareness and Green Information Technologies Tomayess Issa, Theodora Issa, Touma B. Issa, Pedro Isaias, 2020-09-17 This book addresses several aspects of environmental sustainability awareness and prioritization explores ways to use resources and processes more responsibly and describes the strategies models and tools required to overcome various challenges Sustainable and green IT are used to minimize the current ICT recycling problems which are harming our planet The book discusses the new green information technologies as alternatives to conventional ICT which have significantly harmed nature and examines how to make recent technologies such as cloud computing social networking smart technology blockchains IoT internet of things and big data sustainable Exploring sustainability awareness and importance among individuals and organizations in the developed and developing countries most of the contributions conclude that sustainability should be considered a duty in order to change mindsets attitudes and actions so as to preserve our planet Furthermore it examines the green information technology strategies and models

Inspirational Guide for the Implementation of PRME Principles for Responsible Management Education, 2017-09-08 Since the inception of the United Nations Global Compact sponsored initiative Principles for Responsible Management Education PRME in 2007 there has been increased debate over how to adapt management education to best meet the demands of the 21st century business environment While consensus has been reached by the majority of globally focused management education institutions that sustainability must be incorporated into management education curricula the relevant question is no longer *_why_* management education should change but *_how_* Although the PRME initiative is set to increase to 1 000 signatories by 2015 it is equally important for PRME to cultivate actively engaged participants Therefore the next step is for current participants to transition from a global learning community to an action community For this purpose the PRME Secretariat invited a small group of experts to coordinate an Inspirational Guide for the Implementation of PRME which was presented at the 3rd Global Forum for Responsible Management Education the official platform for management related Higher Education Institutions HEIs at both the Global Compact Rio 20 Corporate Sustainability Forum and the UN Conference on Sustainable Development Rio 20 in June 2012 in Rio de Janeiro The Guide answers the most frequently asked questions concerning the implementation of PRME by highlighting real world examples from the most engaged signatories The exercise has proven successful and this publication features 63 case stories from 47 institutions representing 25 countries across Asia Oceania the Americas Europe the Middle East and Africa They are the real actors in this effort and their stories are truly inspirational Their experiences are classified into six sections which address the Six Principles of PRME Purpose Values Method Research Partnership and Dialogue as well as important related aspects such as how to get started how to successfully report on PRME adoption and so on The full richness of experiences set forth in this Guide is captured only by reading the wealth of innovative practices found in each case

Handbook of Sustainability in Management Education Jorge A. Arevalo, Shelley F. Mitchell, 2017-06-30 This Handbook strives to

enhance knowledge and application within sustainability in management education SiME across different academic programs geographic regions and personal professional contexts Cross disciplinary and boundary spanning this book focuses on specific themes and is therefore split into four distinct sections one on theory and practice one on transformational interventions in business programs one on the role of external agents and the last on innovative approaches in SiME

Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices Kaufmann, Hans-Ruediger, Panni, Mohammad Fateh Ali Khan, 2014-03-31 The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers The rise of the consumerist movement has encouraged further research and development on the topic of consumerism enabling business to succeed in a consumer driven market *Handbook of Research on Consumerism in Business and Marketing Concepts and Practices* features research on diverse topics on consumerism in the global marketplace focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior As a comprehensive reference source on topics pertaining to consumer management identity and behavior this publication is intended for use by marketing professionals business managers students and academicians Sustainable Business Annabeth Aagaard, 2022-09-01 The developments in our environment and society has made it clear that the way we run our businesses and govern our nations is not sustainable in the long run This is also why more and more companies and organizations are pursuing sustainable business through various Corporate Social Responsibility CSR activities However many companies experience that although they facilitate a CSR strategy on corporate level CSR is often not embedded in their business and or integrated across their functions If companies are to achieve the full business potential and performance impact of CSR sustainability has to be operationalized targeted and measured across the value chain through empowered employees and in alignment with the business strategy of the company Though state of the art CSR research theories and models the theoretical platform for sustainable business and CSR is presented in this book However CSR is carried out in practice and not just in theory This is why each chapter is supplemented with practical case examples explaining the way in which different companies and their managers have integrated sustainable business in their strategy and across the organizations different functions As is evident both in theory and practice the success of CSR integration is highly affected by industrial context as the unique characteristics of the industry have an impact on the key sustainability challenges and business opportunities of the specific company and industry In support of this evidence the book also reveals how CSR can be implemented across private and public organizations as well as small medium sized entities SMEs

Advances in Global Marketing Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, Bilge Aykol, 2017-10-20 This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings It covers a wide array of key areas of international marketing research such as cross cultural

consumer behavior foreign market entry modes international entrepreneurship international marketing strategy country of origin effects internationalization process international buyer seller relationships corporate social responsibility and international marketing performance With both theoretical and empirical contributions by prominent researchers from all over the world the book highlights and advances extant knowledge on global marketing and offers recommendations for future research It builds a useful reference for scholars doctoral researchers and senior students in international marketing business

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential Marketing and Consumer Behavior Concepts Methodologies Tools and Applications explores cutting edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends Including both in depth case studies and theoretical discussions this comprehensive four volume reference is a necessary resource for business leaders and marketing managers students and educators and advertisers looking to expand the reach of their target market

Greening the Red, White, and Blue Thomas Jundt, 2014-03-12 In popular imagination environmentalism is often linked to Rachel Carson's Silent Spring and the political activism of the 1960s and 70s that moved increasing numbers of Americans to insist on a better quality of life open spaces clean air and water beautification campaigns But these interpretations have obscured the significant origins of environmentalism as a moral and intellectual broadside against the growing power of corporate capitalism both domestically and in the postwar liberal international order the United States was enacting abroad In Greening the Red White and Blue Thomas Jundt shows how many Americans came to view powerful corporations and a federal government bent on economic growth as threats to human health and the environment Fallout from atomic testing air and water pollution the proliferation of pesticides and herbicides all connected to the growing dominance of technology and corporate capitalism in American life led a variety of constituencies to seek solutions in what came to be known as environmentalism In addition to political and legal campaigns to effect change an alternative form of civic participation emerged beginning in the late 1940s as growing numbers of citizens turned to what they deemed environmentally friendly consumption practices The goal of this politically charged consumption was not only to protect themselves and their families from harm but also to achieve social change at a time when many believed the government was placing the desires of business before the needs of its citizens Politicians responded to the growing environmental concerns of middle class Americans but in the end continual political compromises with corporate power meant weak laws and lax enforcement Many citizens sought refuge in an alternative green marketplace including organic foods natural fiber clothing alternative energy and everyday products designed to have minimal environmental impact In doing so they attempted to create a community for those who shared their concerns and frustrations

as well as their vision for a different American Way Thomas Jundt's work highlights the intertwining of consumerism and environmentalism amidst the growing power of corporate capitalism and government in postwar America Profession and Purpose Katie Kross, 2017-09-08 This second edition of the resource guide presents ideas for researching companies making the most of your networking identifying job and internship openings and preparing for interviews With new sections references and profiles it directs you to the best resources and helps you to fine tune your sustainability job search strategy

The Green Economy Transition in Europe Çağatay Basarir, Altug Günar, 2024-05-29 The Green Economy Transition in Europe Strategies Regulations and Instruments aims to investigate the current green economic and financial practices strategies and regulations in Europe the European Union and its member states In this context the EU's current green economic policies instruments and practices will be discussed and analyzed The study seeks to answer the question Did climate change and the unsustainability of fossil resources initiate the green transformation in Europe in the area of finance and economy and how were the tools policies and regulations used for this shape in the green economy This study differs from previous studies with an interdisciplinary approach focusing in detail on green economic transition and transformation issues in Europe and the EU The Business Environment Dorron Otter, 2011-01-20 Now in a new edition The Business Environment provides a unique and stimulating introduction to the subject Outlining the classic PESTLE structure in Part One it goes on to explore such key issues as globalization sustainability equal opportunities and entrepreneurship in Part Two Employing a highly engaging and accessible writing style the authors integrate coherent themes throughout the text helping students to gain a holistic understanding of the business environment They also introduce students to critical thinking with Stop and Think boxes FEATURES OF THE SECOND EDITION Incorporates a large percentage of updated case and illustrative content including material on the 2008 global financial crisis and its implications for the business environment Includes a new chapter 12 on equal business opportunities and restructures the rest of the chapters for greater consistency and accessibility Adopts an extremely student friendly approach that includes a wide range of pedagogical features an accessible writing style and an attractive layout An extensive Companion Website includes numerous resources for students and instructors click link at upper right *Sustainable Design* Tomayess Issa, Pedro Isaias, 2022-01-24 This book is concerned with the importance of Human Computer Interaction HCI Usability user participants and Sustainability in the Information Communication Technology ICT industry throughout the world ICTs have become a crucial instrument for communication entertainment commerce and research and this increased usage is presenting new environmental and sustainability issues as we try and meet the ever growing needs of both businesses and individuals Sustainability and sustainable design must become central to the design of new technologies to make a concerted effort to tackle the environmental concerns we face now and in the future Development frameworks tools and models are used and explored and the New Participative Methodology for Sustainable Design NPMSD is introduced as a way of identifying key factors needed

in developing more sustainable systems including new smart technology and portable devices In this book the sustainable step in the design stage is evaluated and assessed by 11 countries namely Australia Brazil China Germany India Norway Singapore South Korea Sweden UK and USA The new results are generated confirming that sustainable design awareness should be considered by designers and users to minimize and reduce the carbon emissions raw materials usage and global warming since these problems should be tackled soon otherwise it will be too late to solve it Further research is needed in the future to implement and assess the sustainable design step with large IT companies to ensure compliance with environmental standards and rules for sustainable systems Sustainable Design is an invaluable resource for students and researchers designers and business managers who are interested in the human centered environmental concerns of sustainable technologies

Integrating Sustainability Thinking in Science and Engineering Curricula Walter Leal Filho, Ulisses M. Azeiteiro, Sandra Caeiro, Fátima Alves, 2014-09-13 Including considerations of sustainability in universities activities has long since become mainstream However there is still much to be done with regard to the full integration of sustainability thinking into science and engineering curricula Among the problems that hinder progress in this field the lack of sound information on how to actually implement it is prominent Created in order to address this need this book presents a wealth of information on innovative approaches methods and tools that may be helpful in translating sustainability principles into practice

An Introduction to the Green Economy Adrian C. Newton, Elena Cantarello, 2014-08-13 The green economy is widely seen as a potential solution to current global economic and environmental crises and a potential mechanism by which sustainable development might be achieved in practice Considerable investments are now being made into the development of green technology renewable energy biodiversity conservation resource efficiency recycling of materials and green infrastructure This textbook provides a comprehensive introduction to the green economy using a strongly interdisciplinary approach based on environmental science rather than treating it as a sub set of economics The scientific principles of sustainability are presented which provide the foundations of the green economy with a particular focus on systems based approaches Examples of real world case studies are used to illustrate how the green economy can be achieved in practice In this way the authors provide a thorough overview of both the principles and practice of the green economy drawing from a wide range of disciplines including ecology geography social science psychology sustainability science environmental science law and economics The emphasis is on presenting results of the latest research derived from leading scientific journals Rather than focusing on a single definition of what constitutes a green economy the book introduces readers to the diversity of opinion that exists and engages them in what is an active on going debate This reflects the fact that many aspects of the green economy and sustainable development more generally are currently contested In particular the book will help readers to strengthen their ability to critically evaluate the evidence for and against the views presented and to actively contribute to the future development of the green economy

Managerialism T. Klikauer, 2013-09-05 Most

people know what management is but often people have vague ideas about Managerialism This book introduces Managerialism and its ideology as a colonising project that has infiltrated nearly every eventuality of human society

Reimagining Business Education Paul R. Carlile, Steven H. Davidson, Kenneth W. Freeman, Howard Thomas, N. Venkatraman, 2016-03-23 This book discusses the rationale for and design of the first Business Education Jam It reviews key challenges and articulates a vision for how the role and delivery of business education could be reimagined in a time when business schools struggle to identify the innovations necessary to meet the needs of a changing world

Tourism in the Green Economy Maharaj Vijay Reddy, Keith Wilkes, 2015-06-05 The concept of the green economy has now entered mainstream policy debates and been endorsed by a range of United Nations and other organizations The Rio 20 UN conference specifically drew attention to the green economy approach in the context of sustainable development to move away from business as usual practices act to end poverty address environmental destruction and build a bridge to the sustainable future It is increasingly recognized that the tourism sector can make a major contribution to the green economy through more sustainable practices climate change mitigation and ecotourism The role of tourism sector will continue to be crucial in the post 2015 sustainable development agenda too However there are ambiguities about how tourism and allied industries can maximize their contribution to human well being and ensure environmental sustainability embracing issues of political economy geography and business ethics In this context this book provides consensus about what the green economy entails what role tourism can play in a green economy early responses from many countries on going and emerging research initiatives that will enable tourism s transition to a green economy The chapters address three key themes understanding the Green Economy concept and the role of tourism responses and initiatives in greening tourism and emerging techniques and research implications A wide range of case studies from around the world and in different contexts is included to demonstrate the extent of the challenge and range of opportunities for the tourism industry

Corporate Responsibility Michael Blowfield, Mick Blowfield, Alan Murray, 2014 This textbook examines the multiple dimensions to corporate responsibility creating a framework that presents a historical and interdisciplinary overview of the field a summary of different management approaches and a review of the key actors and trends worldwide

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