



Sustainability Decoded: How to Unlock Profit Through the Value Chain (D?Shorts)

Laura Musikanski

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Sustainability Decoded is the practical shot in the arm that companies need. BOB WILLARD, Sustainability Advantage. The value chain is the tried and true foundation of any profitable business. Sustainability Decoded is a no-nonsense business book that shows you how to increase profits by integrating sustainability into your company's value chain. This practical guide provides innovative tools and approaches for adding value at each station, including: Sustainability Matrix Decision Tool for Codes of Conduct * Triple Bottom Line Short Form * Eco-Label Graphic Matrix * Sustainability Ratio Guide * Life Cycle Analysis Grid * Local-Global Scorecard * The Redesign Card * The Green IT Checklist * The Balanced Scorecard for Life * The Biomimcry Backwards Forwards Tool. Sustainability Decoded provides a profitable means to practice sustainability. It is as useful to the non-business person who needs a quick guide to the practicalities and principles of adding value right across business processes as it is to the seasoned business professional looking for practical and profitable inspiration from sustainability. Includes case studies on Patagonia, and One PacificCoast Bank.

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