



## Organizational Survival: Profitable Strategies for a Sustainable Future (Hardback)

By Gregory Balestrero, Nathalie Udo

McGraw-Hill Education - Europe, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. BOOST LOYALTY, PROFITABILITY, AND GROWTH WITH A STRATEGY OF SUSTAINABILITY Organizational Survival provides a rational, research-based approach to creating a durable business strategy designed to meet the needs of today's customers and position an organization to outperform while positively impacting society, the environment, community, and the bottom line. Balestrero and Udo present an airtight argument for sustainability being essential to any business strategy going forward. Illustrating how successful companies around the globe are already deliberately changing--including Coca-Cola, BMW, BASF, and Walmart--the authors take you step-by-step through the processes of developing a new strategy, or altering an existing one, to integrate sustainability into core business goals. Organizational Survival provides the tools needed to apply risk management, scenario planning, and due diligence to sustainability initiatives via their innovative SEEE model framework--developed in conjunction with International Institute for Learning, Inc.--which encompasses the social, economic, environmental, and ethical factors of strategic change. Learn to build adaptive foresight and steer the future of your company based on: SOCIAL COMMITMENT: Integrate individual and community stakeholder interests into your strategy and align them with your company's values ECONOMIC COMMITMENT:...



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