

*A Primer on Sustainable Business* is divided into two sections. Chapter 1 through Chapter 9 are organized along common business functional areas to allow the reader to see how each aspect of the business has a unique contribution to make in helping the business pursue the overarching goal of sustainability. In Chapter 2 of this section, we discuss how sustainability is at the heart of company operations. We further explore what the term sustainability means and its emphasis on the triple bottom line. In Chapter 3, we show how sustainability is related to the human resources function of the company. We organize the discussion by the components of human resources management: recruitment and selection, training and development, performance appraisal and feedback, and pay and benefits. Our human resources chapter concludes with a discussion on human rights issues. In Chapter 4, we discuss how sustainability impacts the function and industry of finance. In the finance function, we review how sustainability considerations play into capital investments and financial investments as well as measures of firm performance. In the finance industry, we discuss how sustainability has generated a new area of finance, carbon finance, and how sustainability impacts the areas of banking and insurance. In Chapter 5, we discuss sustainability within the context of the research and development function and show how sustainability is generating new ways of thinking when it comes to research and product design. In Chapter 6, we discuss sustainability within the common components of marketing: product, price, place (distribution), and promotion. Chapter 7 discusses how sustainability can help increase efficiency, reduce costs, and track key indicators through information technology and management information systems. Chapter 8 discusses how the accounting function can measure and report its sustainability-related performance. Finally, Chapter 9 discusses sustainability as an integral component of the overall strategic direction of the firm.

Chapter 10 of the book begins with real case examples of sustainable business practices. We provide very brief examples of over 50 businesses implementing sustainability into their daily operations. Finally, the book concludes with an appendix featuring a list of resources gleaned from each chapter. These resources are the organizations mentioned throughout each chapter to which a business may turn for information, guidance, and assistance on a particular area of expertise.

As you read *A Primer on Sustainable Business*, we challenge you to not think of sustainability as a program, an initiative, or an activity. Rather, sustainability is a mind-set, a philosophy, and worldview. Throughout each chapter, you are challenged to alter the way you view your job, the workplace, the business, and the world. Whether you are an executive, an entrepreneur, or an employee, *A Primer on Sustainable Business* will help you understand the big picture of what it means to be a sustainable business and will give you the information you need to begin your journey toward sustainability.