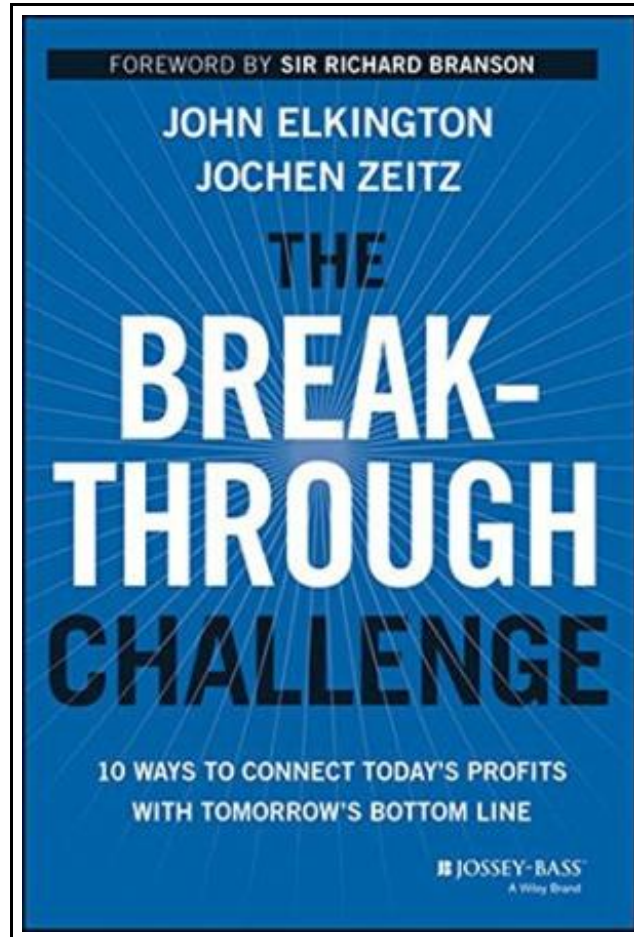


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John Wiley & Sons Inc, 2014. Hardcover. Book Condition: New. 15.88 x 23.5 cm. "Much has been said about corporate social responsibility, and most organizations already understand that they must realign their traditional focus on profit alone to measure results in terms of their economic, social, and environmental effects. What remains largely unexplored is this question: if the old ways are on the way out, what will the new economic landscape look like? How will this sea change affect the way we do business in 2020, 2050, and beyond? Tomorrow's Bottom Line sets out to answer this question. The authors draw on their unique position as practitioners, authorities, and critics--John Elkington coined the phrase "triple bottom line" in 1997 and has been a thought leader on sustainable business ever since, and Jochen Zeitz is a rising star in the world of corporate social responsibility, having pioneered the "environment profit & loss" concept during a successful tenure as Puma's CEO. Elkington and Zeitz set forth a compelling argument that it isn't only our accounting methods that are set to change. Tomorrow's understanding of capital and value will be very different from today's, and a concept of "blended" or "shared" value will affect all realms of the economy, from stock exchanges and pension funds to boardrooms and C-suites, with sweeping consequences for all organizations. The book will feature the insights of over 50 major corporate leaders interviewed by Elkington and Zeitz, providing a strong pulse reading on our business climate, poised on the brink of a major turning [Url removed]managers need to go beyond the basics of corporate sustainability to find a deep knowledge of the fast-changing world and how it measures and quantifies an organization's value--and how those changes will affect their organization. Tomorrow's Bottom Line is an essential guide to understanding...



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