

Competitive Sustainability

Driving Change with Value

Turn sustainability into a strategic advantage that strengthens competitiveness and drives innovation. **Competitive Sustainability** is a practical guide for CEOs, board directors, senior leaders and sustainability strategists who need to embed sustainability at the core of business performance. Written by award-winning experts **Alexis Eyre and Paul Randle**, this book reframes sustainability as a source of commercial strength rather than a constraint, offering a new path forward for organizations seeking both impact and competitive edge. Challenging decades of slow corporate progress, it explains why traditional sustainability approaches have stalled and shows how leaders can align sustainability with core business drivers to deliver value, resilience and differentiation in a rapidly changing market. You'll learn how to: - Position sustainability as a competitive advantage across strategy, operations and brand - Build shared ownership between business and sustainability leaders for faster, unified action - Apply practical frameworks to align commercial priorities with environmental and social goals With practical guidance, real-world insight and a clear playbook for action, **Competitive Sustainability** helps senior leaders rethink their approach, close the gap between ambition and impact and create organizations that thrive by being sustainable and competitive at the same time. **Themes include:** competitive sustainability, sustainable strategy, leadership, commercial innovation, ESG integration, long-term value creation

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41,00 €

41,00 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781398625341
Medium: Buch
ISBN: 978-1-3986-2534-1
Verlag: Kogan Page
Erscheinungstermin: 03.04.2026
Sprache(n): Englisch
Auflage: 1. Auflage 2026
Produktform: Kartoniert
Gewicht: 500 g
Seiten: 328
Format (B x H): 156 x 234 mm

