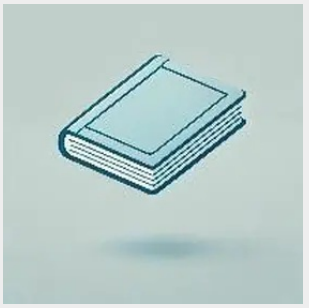
Jindal

Purposeful D2C Retail

Turning Sustainability into Competitive Advantage



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Turn sustainability into a strategic advantage that drives profit, performance and long-term value. Purposeful D2C Retail is designed for senior-level retail executives, commercial directors and strategy leaders who want to transform purpose into measurable business results. Written by industry expert Ian Jindal, it provides proven tools and data-led frameworks to embed sustainability across every part of the value chain, aligning environmental goals with growth, innovation and ROI. Grounded in extensive research and featuring real-world examples from Lush, Tony's Chocolonely, Gymshark, Patagonia, ASOS and IKEA, this book shows how purpose can enhance financial performance and strengthen competitive positioning in a rapidly evolving marketplace. You'll learn how to: - Apply data-driven frameworks to align sustainability with revenue and efficiency - Integrate ESG goals into customer acquisition, operations and capital allocation - Measure ROI and communicate impact to investors - Lead culture change that delivers both commercial and social results Combining strategic insight, financial analysis and executive-level guidance, Purposeful D2C Retail helps leaders make informed decisions that connect sustainability with profitability and position their business for the next wave of industry transformation. Themes include: sustainable strategy, ESG leadership, D2C growth, corporate governance, ROI metrics, responsible retail innovation

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