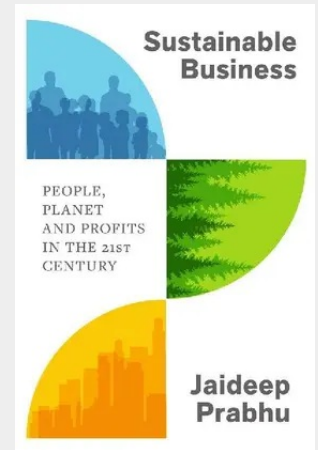


Sustainable Business

People, Planet and Profits in the 21st Century

Sustainable Business: People, Planet and Profits in the 21st Century offers a rigorous yet accessible guide to what business is for in an age of climate crisis, inequality and stakeholder capitalism. Moving beyond the idea of firms as mere 'efficiency machines', it argues that businesses are problem solving organisations that must balance effectiveness, efficiency and ethics if they are to create value for investors, society and the planet. Across ten chapters, the book traces the evolution of business goals, introduces a pluralistic theory of the firm, and shows how purpose, stakeholder engagement, organisational structure, leadership and culture shape sustainable performance in practice. It synthesises classic and contemporary thinkers — from Coase, Friedman and Penrose to Freeman, Sen and Serafeim — and brings these debates to life through detailed case studies of Unilever, Danone and other global firms grappling with Environmental, Social and Governance trade offs. Later chapters explore how to measure and report impact, implement organisational change, and harness innovation and entrepreneurship for inclusive, low carbon growth. The book concludes with a discussion of future directions in AI, quantum technologies, new ownership forms and cross sector collaboration. Designed as textbook for students in business and management studies at both the undergraduate and masters level, this book will also appeal to managers and policymakers looking for a coherent framework for reimagining business as a vehicle for shared prosperity in the 21st century.

Sustainable Business: People, Planet and Profits in the 21st Century offers a rigorous yet accessible guide to what business is for in an age of climate crisis, inequality and stakeholder capitalism. Moving beyond the idea of firms as mere 'efficiency machines', it argues that businesses are problem solving organisations that must balance effectiveness, efficiency and ethics if they are to create value for investors, society and the planet. Across ten chapters, the book traces the evolution of business goals, introduces a pluralistic theory of the firm, and shows how purpose, stakeholder engagement, organisational structure, leadership and culture shape sustainable performance in practice. It synthesises classic and contemporary thinkers - from Coase, Friedman and Penrose to Freeman, Sen and Serafeim - and brings these debates to life through detailed case studies of Unilever, Danone and other global firms grappling with Environmental, Social and Governance trade offs. Later chapters explore how to measure and report impact, implement organisational change, and harness innovation and entrepreneurship for inclusive, low carbon growth. The book concludes with a discussion of future directions in AI, quantum technologies, new ownership forms and cross sector collaboration. Designed as textbook for students in business and management studies at both the undergraduate and masters level, this book will also appeal to managers and policymakers looking for a coherent framework for reimagining business as a vehicle for shared prosperity in the 21st century.



69,00 €

69,00 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. November 2026

Artikelnummer: 9781509567911

Medium: Buch

ISBN: 978-1-5095-6791-1

Verlag: Polity Press

Erscheinungstermin: 19.11.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Gebunden

Seiten: 336

