



The Future of Value: How Sustainability Creates Value Through Competitive Differentiation

Eric Lowitt

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What if you were able to help your company grow faster and become more profitable than its rivals? Would you benefit as a result? Of course you would. What if your approach required little cash, caused nominal disruption, and was easily understandable by all your colleagues? What reason would you have for *not* helping your company outperform the competition?

Enhance business performance by using sustainability for competitive advantage

The Future of Value reveals what it takes for companies to grow and outperform the competition in today's growth-constrained, sustainability conscious world.

The author, Eric Lowitt, shows leaders and students alike how to use sustainability as a powerful, pragmatic lens to enhance business performance. *The Future of Value* explores how to craft and oversee a portfolio of effective tools, develop competitive strategies, and adjust value chain activities, talent management practices, and corporate policies to help organizations execute powerful sustainability strategies.

Lowitt provides a systematic, yet instantly familiar, model all companies can use to connect sustainability with their growth and competitive strategies. In this way, the author shows leaders how to shape, color, and own *The Future of Value*.

The Future of Value draws useful and accessible conclusions from a rich, diverse set of corporate interviewees. A core part of his research was the selection and interrogation of more than 25 Global Fortune 500 companies' sustainability, strategy, and finance leads. In total, Eric interviewed over 100 senior executives, worldwide, to create *The Future of Value*.

Eric Lowitt, is a 15-year veteran of sustainability and strategy management consulting, having worked with clients in the US, Japan, Australia, and Europe. He has an MBA in Strategic Management from The University of Pennsylvania's Wharton School and writes a regular column for the Harvard Business Review, the Guardian, and the Christian Science Monitor.

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