



# The Sustainable Enterprise Fieldbook: When it All Comes Together

*Jeana Wirtenberg*

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## **The Sustainable Enterprise Fieldbook: When it All Comes Together** Jeana Wirtenberg

The second edition of *The Sustainable Enterprise Fieldbook* provides a crucial update to this seminal work, published in 2008. It teaches and guides leaders, managers, practitioners, students, and professors in every sector of society, and in every industry, in creating a successful and sustainable enterprise. By making the steps needed clear, understandable, and simple to follow, the book naturally engages readers in their journey and encourages their participation in three key ways: by increasing their understanding and awareness of what sustainability means at a conceptual and practical, as well as a personal, level; by energizing and expanding people's commitment to building sustainable enterprises; and by providing readers with extensive tools and techniques so they can individually and collectively take actions that will improve the social, environmental, and economic performance of their organizations in both the short and long term.

Each chapter of the book illustrates through models, tools, cases, stories, and examples from a wide range of companies how to integrate sustainability into the day-to-day realities of running a business. Managers are coached, facilitated, and guided to enable them to create a better balance between the short and long term, to help them to become change agents in their organizations and to provide answers to the question "How do I make a difference?" Some of the areas covered are leadership, strategy, managing change, employee engagement, metrics and measurement, networks, and globalization.

Readers of *The Sustainable Enterprise Fieldbook* will gain access to the innovative Living Fieldbook: an online community support forum providing ongoing assistance in building a sustainable enterprise.

The fully revised *Sustainable Enterprise Fieldbook: Second Edition* will be essential reading for those in every sector of business and academia.

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