



Creating a Sustainable Organization: Approaches for Enhancing Corporate Value Through Sustainability (FT Press Operations Management)

Peter A. Soyka

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Organizations that prioritize environmental, health, and safety (EHS) issues are well placed to attract better customers, better talent, and today's growing number of socially responsible investors. But, to gain these benefits, companies must choose the right sustainability strategies, and then manage and measure them well. Now, leading business sustainability consultant Peter Soyka offers a complete and actionable guide to driving greater value through sustainability. In *Creating a Sustainable Organization*, Soyka bridges the disparate worlds of the EHS/sustainability professional and the investor/analyst. Readers will learn what the evidence says about linkages between sustainability and value... how to manage key stakeholder relationships influencing corporate response to EHS and social equity issues... how to effectively manage sustainability throughout the business... how to evaluate sustainability posture and performance from the standpoint of external investors and internal management... how to maximize the influence of organizational actors focused on sustainability, and much more. This book will be invaluable for all environmental, health, and safety decision-makers and professionals concerned with improving sustainability and value; for executives and strategists seeking long-term competitive advantage; for stock analysts evaluating potential investments; and for researchers and MBA candidates currently studying the techniques and potential of corporate sustainability.

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