

Librería
Bonilla y Asociados
desde 1950



Título: Climate Change. Whats Your Business Strategy?

Autor: Hoffman Andrew/ Wody John

Precio: \$280.00

Editorial:

Año: 2008

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781422121054

Climate change is one of the most pressing challenges facing the world today. And increasingly, it's become a crucial business issue. How will you and your company respond?

In *Climate Change: What's Your Business Strategy?* Andrew Hoffman and John Woody provide concise and reliable advice to help you answer this question. Drawing from their extensive experience working with organizations to address issues of environmental sustainability, the authors explain the impact of climate change on businesses and present a three-step process for developing an effective climate-change strategy:

Determine your company's "carbon footprint" and the ways in which potential changes in policy and markets will affect how you position your products and services.

Reduce your carbon footprint in ways that create new strategic advantages.

Gain a seat at the policy-development table so you can begin influencing policy decisions that will affect your company.

Packed with cogent advice and examples of how organizations in a wide range of industries are adopting this process, *Climate Change* is your playbook for strategically addressing a complex problem that no company can afford to ignore.

From our new Memo to the CEO series--solutions-focused advice from today's leading practitioners.