

(Read and download) Harvard Business Review on Greening Your Business Profitably (Harvard Business Review (Paperback))

## Harvard Business Review on Greening Your Business Profitably (Harvard Business Review (Paperback))

*Harvard Business Review*  
ebooks | Download PDF | \*ePub | DOC | audiobook



DOWNLOAD



+

READ ONLINE

#1806540 in eBooks 2011-04-12 2011-04-12 File Name: B004V3TH88 | File size: 44.Mb

**Harvard Business Review : Harvard Business Review on Greening Your Business Profitably (Harvard Business Review (Paperback))** before purchasing it in order to gage whether or not it would be worth my time, and all praised Harvard Business Review on Greening Your Business Profitably (Harvard Business Review (Paperback)):

0 of 0 people found the following review helpful. Sustainability Equals InnovationBy Akweli ParkerReview for Harvard Business Review's "Greening Your Business Profitably"As a person in business and a concerned inhabitant of planet Earth, it's comforting to know that an outfit with as much capitalist street cred as Harvard Business Review has

published this particular book. A collection of articles that appeared in HBR the magazine, "Greening Your Business Profitably" provides a convincing, well-researched argument -- several of them, really -- for why environmentally conscious operations are the path forward for organizations that wish to last well into the future. What I found most convincing of all was the first article: "Why Sustainability Is the Key Driver of Innovation," one of whose co-authors was the late, great business luminary C.K. Prahalad. (Business Week once wrote that Prahalad, "may well be the most influential thinker on business strategy today.") Perhaps more than any other section of the book, this article underlines the imperative for businesses to eradicate an old and persistent (and fundamentally flawed) mindset: that doing business in a way that's sustainable to the environment means losing market share and having to operate at a loss. In its place, business leaders would be wise to view sustainability as an opportunity to innovate -- to completely re-think products, processes, even entire business models. They can re-imagine them in ways that actually provide a net benefit in the larger scheme of things, including and beyond the financial ledger. For companies that have been around for decades, have entrenched and inflexible managers, and operate with rigid cultures, this is much easier said than done. Yet not doing so in this century appears to be a recipe for disaster. Look no further than the U.S. auto industry, which stood flat-footed while foreign-based competitors designed and marketed -- successfully -- autos with advanced fuel-saving technologies. The U.S. automakers have clawed their way back, but only after massive transfusions from the public coffers and after having accepted the truth staring them in the face all along: that they, too, must pursue innovation and uncertainty rather than cling to the status quo. Another section of the book offers a tremendous "aha" moment for anyone willing to take advantage of it. Authors David A. Lubin and Daniel C. Esty point out that the sustainability "movement" is yet another "megatrend" on the order of the Internet, the quality movement that swept business in the 1980s and 1990s, and the information technology revolution that firmly took root a few decades ago. Lubin and Esty write, "sustainability is an emerging megatrend, and thus is to some extent predictable." (Hint to anyone who was left behind in previous movements: get on the bus already!) We are talking about professors, in many cases, contributing to this book, so understandably the arguments in some of the articles were prone to bog down into minutiae and academese -- a feature that many in business (read, myself) might find gratuitous. Fortunately, each chapter has a thoughtful "Idea in Brief" summary of about 200 words -- perfect for busy people who just want the gist, not the grisly detail. Far from being a leftist screed or granola crunchers' polemic, "Greening Your Business Profitably" provides well-reasoned, compelling, bottom line-focused evidence of why smart businesses (including many multi-billion dollar corporations) should and are embracing sustainable practices. This review, unfortunately can hardly do justice to the range and depth of critical topics covered -- sustainability for risk management, greening your supply chain, liability exposure due to insufficient sustainability strategy, and so on ... Like the Internet before it, such a broad topic is poised to touch upon almost every aspect of modern business -- and ordinary life. As a result, owners, managers and perhaps even front-line employees of businesses -- of all sizes -- should read it. 0 of 1 people found the following review helpful. Five Stars By rosickyBook for green business

Protect the earth and your bottom line. If you need the best practices and ideas for turning sustainability into competitive advantage--but don't have time to find them--this book is for you. Here are 10 inspiring and useful perspectives, all in one place. This collection of HBR articles will help you:- Craft strategy to compete on green turf- Redesign your business model, products, and processes to achieve green goals- Parlay your efforts into lower costs and higher revenues- Capture more value from clean-tech investments- Launch sustainability programs with impact- Synchronize green initiatives by overhauling your supply chain- Engage constructively with environmental activist groups- Mitigate the risks of climate change

About the Author If you need the best practices and ideas for the business challenges you face--but don't have time to find them--Harvard Business paperbacks are for you. Each book is a collection of HBR's inspiring and useful perspectives on a specific topic, all in one place.