



Business and the Sustainability Challenge: An Integrated Perspective

By Peter N. Nemetz

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It is vitally important for businesses to have a holistic understanding of the many issues surrounding and shaping sustainability, from competitors to government and political factors, to economics and ecological science. This integrated textbook for MBA and senior-level undergraduates offers a comprehensive overview of the issues of sustainability as they relate to business and influence corporate strategy. It also features a wide range of cases and an extensive discussion of tools to incorporate sustainability issues into strategic decision making, helping instructors and students to build and then apply a solid understanding of sustainability in business.

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About the Author

Peter N. Nemetz is a Professor of Strategy and Business Economics at The University of British Columbia, Canada.

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