

## Killing Sustainability (Paperback)



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## KILLING SUSTAINABILITY (PAPERBACK)



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Lawrence Heim, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Sure to be controversial, Killing Sustainability offers the blunt truth about why executives are hesitant to invest in sustainability and social responsibility programs and why consumers are cynical of sustainability claims. Lawrence Heim attacks current corporate groupthink on the value of corporate sustainability and social responsibility using research and developments current up to January 2018 - including the World Economic Forum's 10th Annual Global Risk Report. Killing Sustainability reveals historical attitudes that continue to impact executive actions today, how sustainability/CSR professionals create credibility problems in organizations and ways to apply behavioral economics and credible financial valuation methods. Instead of offering a formulaic list of cliché projects, Heim gives readers in-depth understanding of barriers that exist in convincing the C-suite and consumers of sustainability/CSR's value, then provides frameworks and approaches for communicating in a way that is meaningful to specific audiences, including the all-important economic justification. In other words, rather than serving the reader a single meal, Heim teaches readers how to cook, and cook well. Some of the topics covered: what does Killing Sustainability really mean and why is it necessary? historical foundations of why executives are cynical about sustainability/CSR the impact of the supply chain, and related limitations the truth about CSR audits and why buyers bear much responsibility for audit outcomes applying the latest research in behavioral economics, accounting and financial valuation methods why consumers lie about buying sustainable/ethical products reasons for AVOIDING linking sustainability/CSR to your company's stock price the Plague of executive short-termism painful realities of internal perceptions and bias about sustainability organizations and leaders reviews and ratings of a handful of sustainability's shiny new objects, which the author calls squirrels. Written in an informal...



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