

Press Release / Fact Sheet

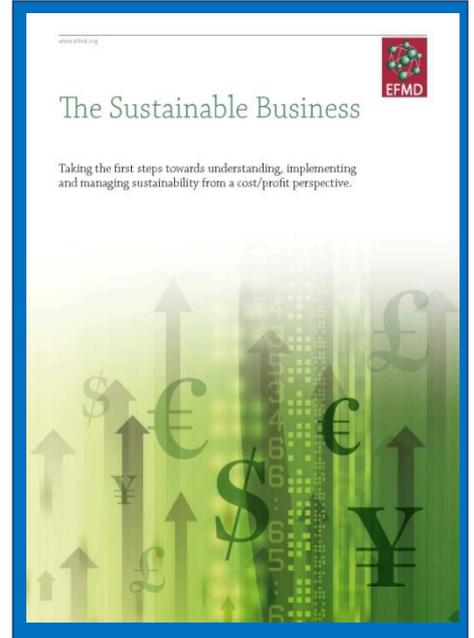
The News:

A critically acclaimed book designed to strengthen the world's business communities - is being given away for free.

Real wealth (not boom and bust), job security, higher wages, an increase in the quality of life – all of these are within reach according to a free, easy-to-read, introductory guide that explains how long-term, sustainable business practices both save and make money. Distributed by the *European Foundation for Management Development* the book is designed to help businesses generate long-term profits, create jobs, and optimize resources.

By distributing free e-copies of **The Sustainable Business** (paperback copies can be ordered online at cost), it is hoped that managers will share the book's information with employees; friends, colleagues and government officials will share it with each other; and business schools, which have long been accused of dragging their heels in regards to accepting and promoting long-term (i.e.: sustainable) business practices, will sit up and take notice.

By the end of the summer, 1.3 million e-copies of the book will be distributed globally. Copies translated into Mandarin are being disseminated across China shortly thereafter (translations into Russian, French and Spanish are also planned). Simply put, sustainability is not going away – indeed, it may soon become law.



Book Title:

The Sustainable Business

Taking the First Steps Toward Understanding, Implementing, and Managing Sustainability from a Cost/Profit Perspective

Published by:

The **European Foundation for Management Development (EFMD)**

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(www.efmd.org)

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Genre:

Non-fiction (business / management)

Published:

July 2010

Number of Pages:

152

ISBN:

978-0-981-826-028

Synopsis:

Critically acclaimed (see below) and easy-to-read, *The Sustainable Business* dispels the common belief that sustainability is solely about going green. Generally speaking, the capacity to continue into the long-term (one of many sustainability definitions) embraces the psychological, behavioural, industrial, economic, financial, social, legal, and environmental arenas and requires a whole-system approach.

The problem with only focusing on the environmental aspects of sustainability is that once a few facts become clear it is tempting to believe they possess an independence all their own and to rest in them and believe that they are the foundation of what is being sought (theologians call this *idolatry*).

Using a tried-and-tested teaching model developed by the author, *The Sustainable Business* reveals proven ways to apply long-term (i.e.: sustainable) business concepts in a concise, easy-to-understand framework that has proven to generate wealth, optimize labour and financial investments (and other valuable resources), and reduce environmental degradation in the bargain. Specific material covered within its pages includes:

- a more complete picture of what sustainability is about and what it entails in a business context,
- how workplaces, products, production lines and people can become more efficient, and profitable,
- how simple basics such as proper lighting can lower costs, increase productivity up to 16% and raise sales by 40%,
- how something as seemingly innocuous as extraneous packaging can substantially reduce expenses (one company is currently saving over \$3-billion a year from reduced packaging),
- how any organization can begin a waste-reduction program that leads to greater sustainability,
- what the single greatest consumer of electricity is in industry and how it can be minimized,
- how to make any office less wasteful, more efficient and less costly,
- how (and why) sustainable activities pays for themselves,
- how to get people to think in the long-term, and more.

Availability:

- E-copies of *The Sustainable Business* are available for free at www.efmd.org (The EFMD website). It is not necessary to register, fill out any forms, or leave a name or e-mail address. Just click on the book's link to download the full PDF file.
- Printed soft-bound copies of the book can be ordered (at-cost) from: www.lulu.com

Reviews:

The Sustainable Business has received two (independent) reviews to date; the first concludes as follows:

One leaves (*The Sustainable Business*) hoping that it represents the future of business education... our economic and environmental health could use a large shot of this kind of thinking.

<http://blog.sustainablog.org/business-sustainability-book-review/>

<http://earthandindustry.com/2010/07/how-to-incorporate-sustainability-into-your-business-the-sustainable-business/>

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