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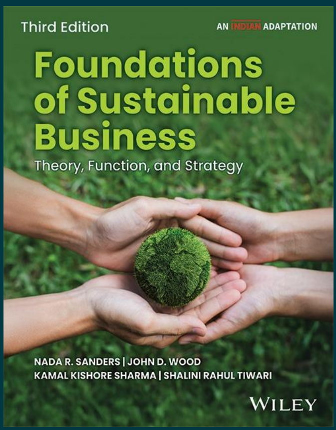

Foundations of Sustainable Business, 3ed (An Indian Adaptation)

By Nada R. Sanders, John D. Wood, Kamal Kishore Sharma, Shalini Rahul Tiwari

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Description

Foundations of Sustainable Business: Theory, Function, and Strategy, 3rd edition, offers a comprehensive introduction to the social and environmental challenges shaping today's business landscape. This text guides aspiring leaders through the practical application of sustainability in areas such as leadership, finance, marketing, and operations and supply chain management. It serves as an ideal primary or supplementary resource for business courses at all levels, as well as a valuable guide for professionals and executives seeking an accessible, insightful foundation in sustainability practices relevant to modern organizations.

This Indian adaptation enhances learning with new, India-focused case studies on sustainability in companies like Tata, Mahindra Lifespaces, ITC, Hero Motocorp, Flipkart, Infosys, and Dabur. Chapters now reflect contemporary themes—legal frameworks, finance, marketing, supply chain, and more—while aligning global concepts with Indian realities. The updates empower readers to critically explore sustainability as both a global necessity and a local driver of innovation, preparing the next generation of leaders to balance profit with purpose and responsible growth.

About the Author

Nada R. Sanders, John D. Wood, Kamal Kishore Sharma, Shalini Rahul Tiwari

Nada R. Sanders is an internationally recognized thought leader and expert in forecasting and supply chain management.

John D. Wood is an attorney, author, educator, entrepreneur, and philanthropist.

Kamal Kishore Sharma is a distinguished educationist and seasoned professional with over three decades of combined experience in academics, public service, industry, and entrepreneurship.

Shalini Rahul Tiwari is an Associate Professor in the area of Strategy, Innovation, and Entrepreneurship at the Institute of Management Technology (IMT) Ghaziabad.

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