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eBook - Leading the Sustainable Business Transformation: A Playbook from IMD

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Description

Leading the Sustainable Business Transformation: A Playbook from IMD provides a comprehensive guide to integrating sustainability into corporate strategy. It focuses on planning, executing, and showcasing sustainability initiatives, overcoming organizational barriers, leveraging AI for innovation, measuring impact with new KPIs, and effective marketing. The book is based on extensive research from IMD and offers actionable strategies for business leaders.

About the Author

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Julia Binder is IMD Professor of Sustainable Innovation and Business Transformation and director at IMD's Center for Sustainable and Inclusive Business; Knut Haanaes is IMD Professor of Strategy and the Lundin Chair Professor of Sustainability, involved with IMD's partnership with the World Business Council for Sustainable Development.

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