



The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line (Hardback)

By John Elkington, Jochen Zeitz

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. The world's most forward-looking CEOs recognize the real challenge facing business today: a fundamental shift in the nature of commerce. While sustainability programs, government action, and nonprofits are all parts of the solution, CEOs and other leaders must focus on social, environmental, and economic benefit not only because it will make the world a better place, but because it will ensure lasting profitability and success in the business climate of tomorrow. The Breakthrough Challenge is both an inspiring call-to-action and a guide for this transformation, based on the work of The B Team, a major initiative uniting leaders in sustainability. As a founding advisor and member of The B Team, John Elkington and Jochen Zeitz map out an agenda for change. The most important goal for businesses must be redefining the bottom line to account for true long-term costs throughout the supply chain. To achieve this, leaders must rethink everything: what counts on balance sheets, how to incentivize performance, who does what in the C-suite, and even what inspires us. The Breakthrough Challenge draws on over 100 exclusive interviews to show...



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