

Announcement
An important new book

The Durable Corporation: Strategies for Sustainable Development

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Sustainability is normally considered to be about choices for the future being limited by decisions made in the present, and is frequently portrayed as concerning environmental issues alone. The authors reject both of these notions to argue that sustainability is a more complex concept that involves balancing many factors – including economic, cultural, governance and distribution. The book explores the nature, value and role of sustainability in business, in the context of risk management, and the current crisis, to argue that resource utilization must be based upon the twin pillars of equity and efficiency rather than attempting to ensure that our choices in the future are not reduced.

The authors of *The Durable Corporation* propose a new model of sustainability – which they term durability – and a fresh approach to managing resources. They extend this to the development of difference strategies for achieving sustainability and a different approach to managing for the future.

These features make it essential reading for all those with responsibility for developing strategy and managing the sustainability or durability of the enterprises in which they are engaged or in the study of the issues at stake.

The book is priced at £55.00 (less for web purchases) and can be purchased from Gower at http://www.gowerpub.com/default.aspx?page=637&calcTitle=1&title_id=9840&edition_id=10981