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Profession and Purpose: A Resource Guide for MBA Careers in Sustainability (2nd Revised edition)

By Katie Kross

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Profession and Purpose: A Resource Guide for MBA Careers in Sustainability (2nd Revised edition), Katie Kross, Sustainability holds the promise of an exciting new approach to business - one in which business goals are aligned with social and environmental goals. Multinational corporations are recognizing that we live in an increasingly resource-constrained world, and that more accountability for corporate social and environmental impacts will accrue to them. More importantly, forward-thinking executives understand that sustainability can present new opportunities for competitive advantage - whether that is by reducing costs, minimizing risk, appealing to increasingly conscientious customers, or reaching new markets entirely. With the growth of this field comes a host of interesting new career opportunities for MBAs. As companies are grappling with challenges like how to develop social return on investment (SROI) metrics or understand the potential impact of corporate carbon footprints on stock prices, there are new opportunities for the next generation of managers - managers who are not only trained in traditional MBA fundamentals but also grounded in an understanding of the multifaceted social and environmental challenges facing 21st-century global business leaders. Entirely new career paths are opening to MBAs interested in...


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