

Corporate Sustainability: Governance, Innovation Strategy, Development and Methods, 2004, Andrew Griffiths, 0975043625, 9780975043622, eContent Management Pty Limited, 2004

In this paper it is argued that corporate sustainability is built on the integration of two alternate approaches to viewing sustainability - human and ecological. The paper outlines a comprehensive sustainability phase model that emerges from a review of the literature on the development of both ecological and human sustainability approaches. It is argued that the development of a more proactive position on corporate sustainability issues requires significant investments in human and ecological capability, and a willingness to engage in innovative activities. The papers in this volume present some of the major contemporary innovations and challenges in achieving sustainability. Collectively, the papers demonstrate the importance and complexity involved in building and innovating towards corporate sustainability - at the level of policy and governance, through to industrial and corporate strategy and finally in applications and methods for sustainability. Implications for managers, policy makers and researchers are also presented.

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