



Sustainability Decoded: How to Unlock Profit Through the Value Chain (Paperback)

By Laura Musikanski

Do Sustainability, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. The value chain is the tried and true foundation of any profitable business. Sustainability Decoded is a no-nonsense business book that shows you how to increase profits by integrating sustainability into your company's value chain. This practical guide provides innovative tools and approaches for adding value at each station, including: The Sustainability Matrix Decision Tool for Codes of Conduct, The Triple Bottom Line Short Form, The Eco-Label Graphic Matrix, The Sustainability Ratio Guide and the Life Cycle Analysis Grid, The Local-Global Scorecard, The Redesign Card, The Green IT Checklist, The Balanced Scorecard for Life and The Biomimcry Backwards Forwards Tool. Sustainability Decoded provides a profitable means to practice sustainability. It is as useful to the non-business person who needs a quick guide to the practicalities and principles of adding value right across business processes, just as much as it is to the seasoned business professional looking for practical and profitable inspiration from sustainability. The lessons in this book are supplemented by real-life case studies on Patagonia and One PacificCoast Bank.



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