



Return on Sustainability: How Business Can Increase Profitability and Address Climate Change in an Uncertain Economy

Kevin Wilhelm

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This book highlights the risk of inaction for businesses when it comes to climate change, but also contains best practices to allow them to capitalize on the numerous business opportunities that climate change presents, including increased profitability, enhanced brand value, and improved shareholder relations. The first section contains practical actions and real-world case studies of companies, such as Yakima, Sun Microsystems, and Lockheed Martin, that have successfully improved their climate performances, enhanced brand value, and increased profitability at the same time. The second and third sections of this book focus on the various risks that companies face from potential carbon regulation and the market factors forcing businesses to take action, whether they want to or not.

This book provides the steps and strategies necessary to take leadership actions to help business "future-proof" society.

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