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In his book, The New Sustainability Advantage, Bob Willard articulates the business case for sustainability and the alignment of the for-profit mandate with the pursuit of environmental and social benefits. Using examples, he demonstrates that sustainability is a material source of business value when employed as a strategic framework for innovation, value creation, and organizational enhancement.

New Sustainability Advantage: Amazon.co.uk: Willard, Bob ...

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Bob is a leading expert on quantifying the business value of sustainability strategies. He has given over a thousand presentations, has authored six books, and provides extensive resources for sustainability champions.

Bob Willard, Business Case for Sustainability ...

Bob Willard is a leading expert on quantifying and selling the business value of corporate sustainability strategies. He has given over 1,300 presentations, written six books, and was inducted into the International Society of Sustainability Professionals Hall of Fame in 2011.

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New Sustainability Advantage - E-bok - Bob Willard ...

Bob ' s landmark book, The Sustainability Advantage, just came out in a revised 10 th anniversary edition, as The New Sustainability Advantage. A single sentence from the book sums up his whole philosophy: “ The business case for sustaining the planet is stronger than the business case for trashing it. ” We asked him to elaborate.

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Bob applies his business and leadership experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities by using smart environmental, social, and governance (ESG) strategies. He has authored six books: The Sustainability Advantage (2002), The Next Sustainability Wave (2005), The Sustainability Champion ' s Guidebook (2009), The New Sustainability Advantage (2012), Future-Fit Business Benchmark (co-authored Release 1, ...

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Robert Willard: Top Gun. Robert Willard was born on December 5, 1950 in Los Angeles, California, USA as Robert F. Willard. He is known for his work on Top Gun (1986), Hell on the Battleground (1988) and Behind Closed Doors (2016).

Robert Willard - IMDb

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A new Banksy artwork has appeared at Southampton General Hospital. The largely monochrome painting, which is one square metre, was hung in collaboration with the hospital's managers in a foyer ...

New Banksy artwork appears at Southampton hospital - BBC News

Heaven ' s Door – a collection of American Whiskeys developed in collaboration with Bob Dylan and renowned craft distillers, will be available in May. Years in the making, the inaugural trilogy of expressions includes a Tennessee Straight Bourbon Whiskey, Double Barrel Whiskey and Straight Rye Whiskey finished in oak barrels from Vosges, France, air-dried for 3 years.

News | The Official Bob Dylan Site

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