



# The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too

*Andrew Savitz*

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## **The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too** Andrew Savitz

**The classic guide to sustainability strategy and implementation—updated for today's businesses**

To ensure business success, companies must embrace sustainable management. Firms need to find the overlap between business interests and the interests of society and the environment before they can secure a lasting competitive edge. By making the case for sustainability as a fundamental business practice, *The Triple Bottom Line* became an instant classic when first published in 2006, showing a generation of business leaders how to find their sustainability sweet spot—where profitability merges seamlessly with the common good. Now updated with ground-breaking stories of successes and failure, this revision of *The Triple Bottom Line* is a critical resource for all managers and leaders.

- Features in-depth success stories of sustainability practices at major firms such as Wal-Mart, GE, DuPont, American Electric Power, and PepsiCo—and shows why companies such as BP and Hershey continue to fail
- Draws on Andy Savitz's 25 years of pioneering consulting and research in the field
- Includes all-new reporting and analysis on the practice of sustainability and the triple bottom line in business today, providing new insights on where sustainability is headed

*The Triple Bottom Line* is essential reading for any firm to meet the challenge of creating lasting value for both shareholders and society.

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