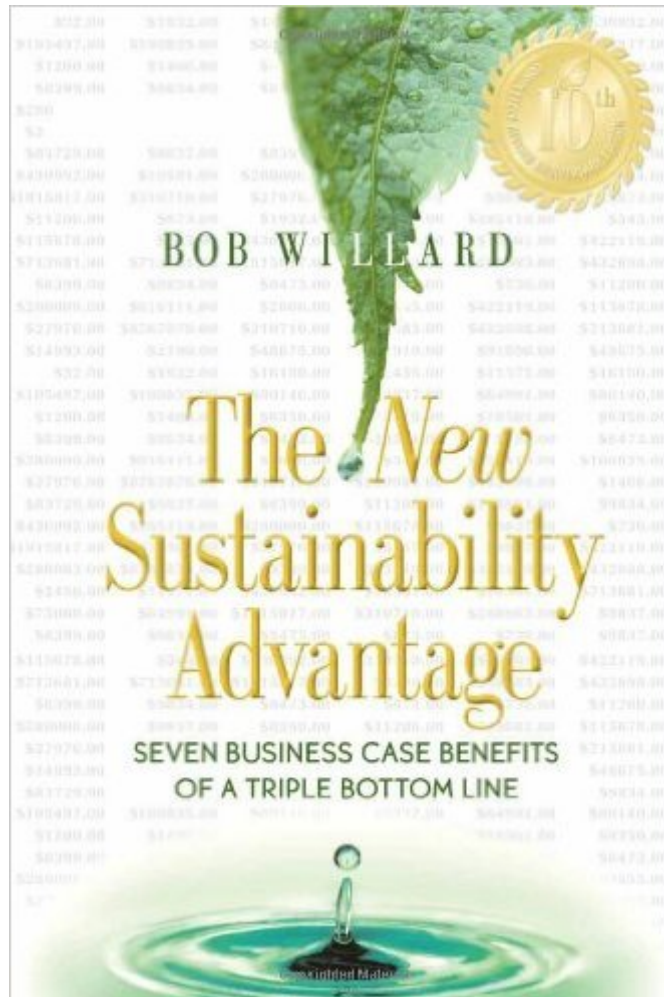


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# The New Sustainability Advantage: Seven Business Case Benefits Of A Triple Bottom Line



## Synopsis

The New Sustainability Advantage shows how the benefits of the "triple bottom line" can increase a typical company's profits by fifty-one to eighty-one percent within five years, depending on the company's size and industry sector, while avoiding risks that could jeopardize its financial well-being. Fully revised and updated, this tenth anniversary edition clearly demonstrates that, by focusing on seven powerful yet easy to grasp sustainability strategies, businesses can: Increase revenue Improve productivity Reduce expenses Decrease risks Expressed in clear business language and presented in an appealing, graphically rich format, this practical guide and the accompanying online Sustainability Advantage Simulator Dashboard enables executives to enter their own data and quickly identify the high-leverage benefit areas for their organization. More detailed downloadable spreadsheets help them drill down into specific areas of interest and fine-tune the assumptions to their specific situation. An indispensable tool for both sustainability champions and senior management, The New Sustainability Advantage proves that the quantified business case for sustainability is more compelling than ever before. Bob Willard gave up an award-winning successful career in senior management at IBM to devote himself full-time to building corporate commitment to sustainability. Widely in demand as a speaker, he has delivered hundreds of presentations demonstrating the business case for sustainability to companies, consultants, academics, and NGOs worldwide. Bob is the author of The Sustainability Champion's Guidebook, The Next Sustainability Wave, and the original edition of The Sustainability Advantage.

## Book Information

Paperback: 224 pages

Publisher: New Society Publishers; -10th Anniversary ed. edition (April 10, 2012)

Language: English

ISBN-10: 0865717125

ISBN-13: 978-0865717121

Product Dimensions: 5.9 x 0.7 x 8.9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #130,567 in Books (See Top 100 in Books) #25 in [Books > Business & Money > Processes & Infrastructure > Green Business](#) #62 in [Books > Medical Books > Allied Health Professions > Audiology & Speech Pathology](#) #72 in [Books > Business & Money > Economics > Sustainable Development](#)

## Customer Reviews

Bob Willard originally published *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line* back in 2002. In 2012, his publisher, New Society Press, brought out an updated 10th Anniversary edition, and changed the title to *The New Sustainability Advantage*. Basically, Willard takes apart every conceivable factor in business economics and shows how greening the company (when done right) yields vast financial benefits for businesses large and small. In other words, the entire book is a validation of something I've been saying for years: business can profit strongly by going green. The book covers obvious and non-obvious savings and income possibilities in many areas, with entire chapters on revenue/market share, energy, waste, materials and water, employee productivity, HR expenses, and risk reduction; these are the seven benefits in the subtitle. The risk reduction chapter is particularly detailed—covering reputation damage (with five subcategories), cost spirals (six subcategories), compliance, and other areas. What's a non-obvious saving? One example would be the cost of water embodied in the production of paper; it turns out to be an astonishing 60 liters per ream (page 88). I certainly didn't know that! Willard uses a mixture of real-world examples and two hypothetical companies, one quite large and the other much smaller—and uses very conservative projections for both. For the smaller company, with \$1 mm annual revenue, the profit boost tips the scale at 51 percent. 51 percent growth in profit—that is, income minus costs—is not too shabby. But the large company, with revenues of \$500 mm per year, showed a truly astonishing 81% net increase.

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