



Walking the Talk: The Business Case for Sustainable Development

Chad Holliday, Stephan Schmidheiny, Philip Watts

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Walking the Talk represents a first: major business leaders arguing that sustainability is not only compatible with but crucial to business success. Drawing on nearly 70 case histories of companies around the world, the authors show how the three pillars of sustainable development -- economic growth, ecological balance, and social progress -- work to improve the bottom line even as they create a better world.

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