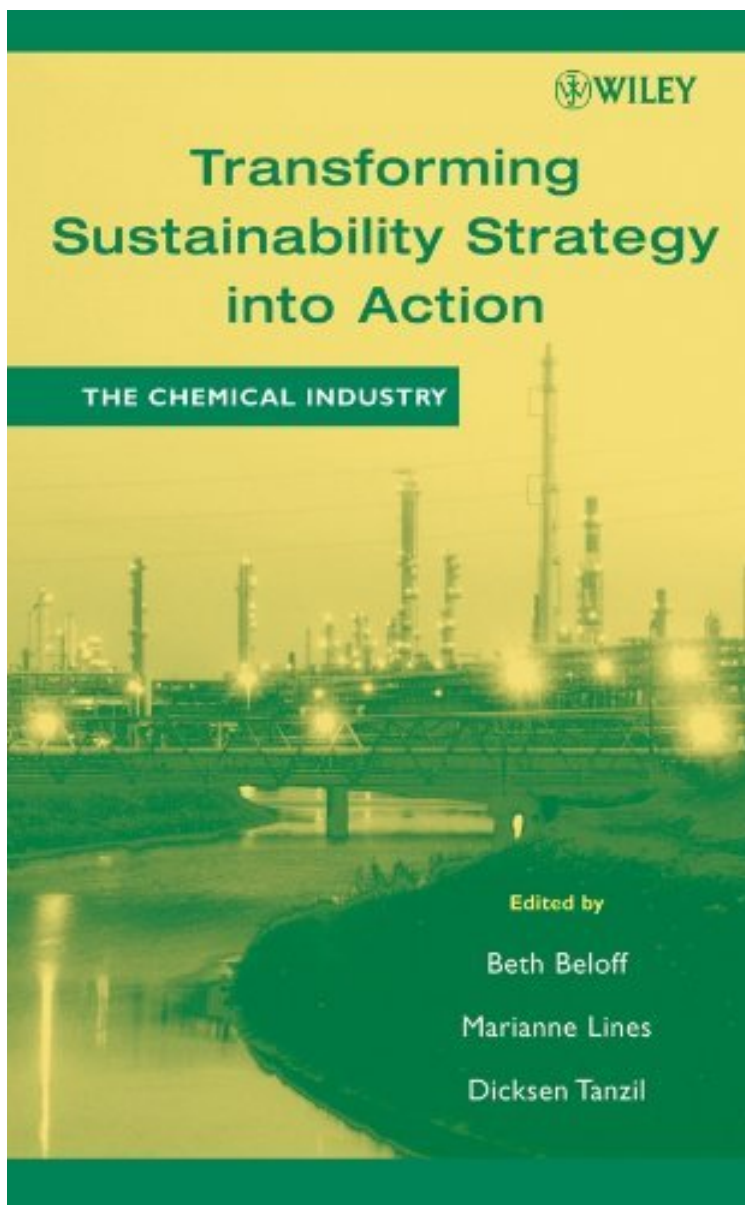


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# Transforming Sustainability Strategy into Action: The Chemical Industry

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**From Wiley-Interscience : Transforming Sustainability Strategy into Action: The Chemical Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Transforming Sustainability Strategy into Action: The Chemical Industry:

"A highly informative and brilliant contribution to the growing sustainability literature." -Dr. Brian and Mary Nattrass Managing Partners of Sustainability Partners and authors of *The Natural Step for Business and Dancing with the Tiger* The goal of sustainable development, a recent focus in the corporate world, is to "ensure a better quality of life for everyone today and in generations to come." The challenge facing industry leaders is how to reconcile economically competitive strategies with environmentally sound and socially responsible practices. *Transforming Sustainability Strategy into Action: The Chemical Industry* presents proven practical techniques to help managers in the chemical industry identify and assess options for improving the sustainability of their organizations, with a pragmatic emphasis on operational aspects, decision support, and guidelines for measuring progress. Employing a systematic approach and introducing globally proven problem-solving and decision-making tools designed to provoke questioning and creative thinking, the authors address some of the most challenging issues for the industrial world today. The authors' combined expertise and extensive experience in translating sustainability strategies from theory into action make them uniquely qualified to deliver the kind of hands-on, responsive business solutions that will give corporate leaders the competitive edge in preparing for tomorrow's socially and environmentally conscious marketplace.

"...an excellent description of the state of the chemical industry with regard to sustainability...it is a daunting, virtually impossible task to do credit to the wide-ranging discussion in this book." (Journal of Hazardous Materials, August 2006)"...a very significant addition to the efforts to advance sustainable development. It will be widely read and applied by those who are working in the chemical industry." (Journal of Environmental Quality, March/April 2006)From the Back Cover"A highly informative and brilliant contribution to the growing sustainability literature."mdash;Dr. Brian and Mary Nattrass Managing Partners of Sustainability Partners and authors of *The Natural Step for Business and Dancing with the Tiger*The goal of sustainable development, a recent focus in the corporate world, is to "ensure a better quality of life for everyone today and in generations to come." The challenge facing industry leaders is how to reconcile economically competitive strategies with environmentally sound and socially responsible practices.*Transforming Sustainability Strategy into Action: The Chemical Industry* presents proven practical techniques to help managers in the chemical industry identify and assess options for improving the sustainability of their organizations, with a pragmatic emphasis on operational aspects, decision support, and guidelines for measuring progress. Employing a systematic approach and introducing globally proven problem-solving and decision-making tools designed to provoke questioning and creative thinking, the authors address some of the most challenging issues for the industrial world today.The authors' combined expertise and extensive experience in translating sustainability strategies from theory into action make them uniquely qualified to deliver the kind of hands-on, responsive business solutions that will give corporate leaders the competitive edge in preparing for tomorrow's socially and environmentally conscious marketplace.About the AuthorBETH BELOFF is President and founder of BRIDGES to Sustainability, a well-respected nonprofit organization dedicated to the practical implementation of sustainability in business and industry. She is an expert in integrating sustainable development with other business aspects and, in particular, a thought leader in measuring sustainability performance. Beloff has coauthored many publications on environmental accounting and sustainability performance assessment, and has received awards and grants from a variety of industrial, government, and nonprofit sources.MARIANNE LINES, a Senior Associate at BRIDGES to Sustainability and Principal of Clear Lines Collaborations, works with a wide range of private and public sector clients to improve their sustainability performance. Under her leadership, the Canadian Centre for Pollution Prevention became renowned for its capacity to help organizations incorporate pollution prevention into their business planning and decision-making. Recognized for creating lasting alliances and inspiring collaborative action, Lines is the recipient of several prestigious awards for her efforts to foster environmental and business partnerships.DICKSEN TANZIL is Research Director at BRIDGES to Sustainability. Trained as a chemical engineer, Tanzil has served as technical lead on various research and advisory projects involving life-cycle assessment, total cost assessment, and sustainability indicators and metrics.Beloff and Tanzil have recently joined Golder Associates, Inc., to develop its sustainability practices in North America.