



### Sustainability Is the New Advantage

Leadership, Change, and the Future of Business

By Peter McAteer

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### A practical blueprint for building sustainable organizations.

McAteer has created a masterpiece on sustainability. He personalizes the sustainability agenda, then surrounds it with facts and offers guidance on how to grow the sustainability movement. He notes especially that planet, profit, and people can coexist and mutually reinforce each other to benefit all. Kudos for this great work. —Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan, and Partner, The RBL Group

Peter McAteer has written an extraordinary "Sustainability Is the New Advantage" is an all-in-one instructional manual that companies (of any size) can use to gain a clear competitive advantage by exploiting the opportunities offered by a commitment to sustainability. Every business school should be teaching at least one course based on this book. McAteer analyzes and illustrates the leadership required to meet a range of sustainability challenges, along with the new knowledge that will be needed, techniques for recruiting and developing the right talent, and strategies for providing continuous training. —Lawrence Susskind, Ford Professor of Urban and Environmental Planning, Massachusetts Institute of Technology, and Director of the MIT Science Impact Collaborative

The book is really good. It's interesting. It's practical. And it displays great expertise. Drawing on his vast knowledge, McAteer's book is a masterly, practical synthesis showing what companies—and their leaders individually—need to do to build a more sustainable future. His comments about smaller businesses are spot on. Well done! —Thomas A. Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University

"Sustainability Is the New Advantage" is a practical blueprint for leaders who want to start, develop, and grow sustainable organizations. The book provides stories and practical examples of how to assess challenges, create demonstrations projects, and scale the capabilities needed for sustainable business transformation.

### About the Author

Peter McAteer is managing director of SustainLearning, member of the board of directors for KPPM Global, and former managing director of Harvard Business Publishing, Corporate Learning.

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