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Kevin Wilhelm is the one of the world's

preeminent business consultants in the field

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the CEO of Sustainable Business Consulting, a

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consulting firm focused on demonstrating the

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That's why I wrote Making Sustainability Stick. To provide a blueprint for the market on how to fully integrate sustainability throughout a company so that numerous businesses can begin to gain the real, full, and long-term benefits that come from those

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efforts – no matter how far along the path a company finds themselves and no matter the industry or size.

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"Making Sustainability
Stick" draws on his
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Stick is tailored for those that are starting out in this process or have seen their efforts stall in realizing the business benefits of sustainability. This book provides the blueprint for implementation, breaking down barriers, and the steps required to integrate sustainability successfully.

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Stick is written to help

you face those

challenges. It is not

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only about providing you with the knowledge of what to do, but also about the keys to behavior change that are so crucial for overcom-

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Wilhelm answers these questions in simple terms and provides a good basis of understanding towards creating a sustainable environment. "Making Sustainability Stick" brings you into the corporate world and witness the benefits of implementing sustainability such as reduced costs and increased productivity.

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Making Sustainability Stick: The Blueprint for Successful Implementation. It is laid out in easily digestible chapters, with action steps backed up from interviews with sustainability thought leaders, case studies, and the real life experience of the author, as well as over

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40 interviews with CSR
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