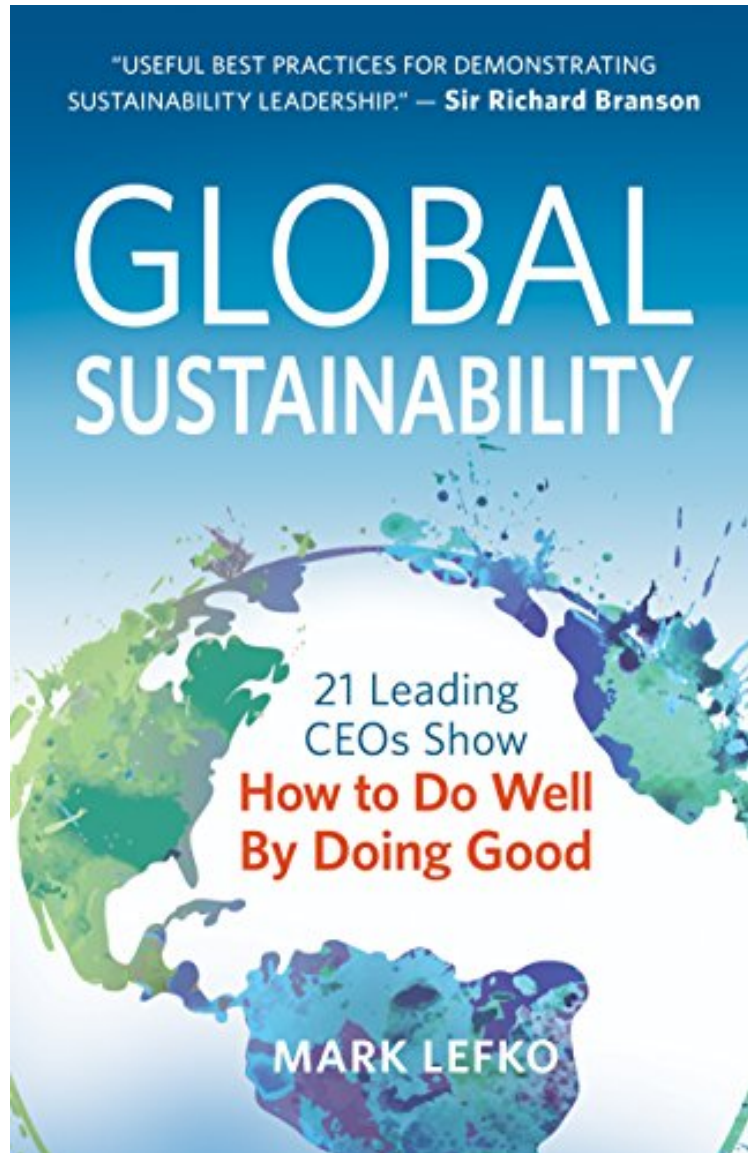


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Global Sustainability: 21 Leading CEOs Show How to Do Well by Doing Good

Mark Lefko

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Smart business leaders care about Sustainability. It's not just good PR—it's good business, and a growing number of leading CEOs are embracing it. Mark Lefko's *Global Sustainability* examines this vital subject from the perspective of today's most influential business leaders. Global Sustainability means ensuring that everyone on Earth has what they need to survive and thrive. But in order for this to be feasible—and sustainable—businesses need to be able to turn a profit. Lefko shares profound insights gleaned from his one-on-one interviews with business leaders of all stripes, from the CEOs of Global Multinationals, Fortune 50 giants to visionaries leading plucky startups. Learn from these CEOs and others: Sir Richard Branson-Virgin Group, Paul Polman-Unilever, Ann Sherry-Carnival Australia, Feike Sijbesma-DSM, David MacLennan-Cargill, Marc Benioff-Salesforce. In exclusive interviews, these 21 leading CEOs explain: How the Global Sustainability movement is shaping the growth of the most profitable companies around the world How your company can participate fully in this movement—and profit from your participation How your guiding ethical principles shape your company's identity; and why they're vital to your survival Global Sustainability is about more than just doing good; it's about doing well by doing good.