



# Sustainable Strategic Management

By Jean Garner Stead, W Edward Stead

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**Sustainable Strategic Management** By Jean Garner Stead, W Edward Stead

Sustainable strategic management (SSM) involves analysing, formulating, and implementing business strategies that are economically competitive, socially responsible, and in balance with the cycles of nature. SSM has emerged from the coevolutionary interactions of business organisations with the society they serve and the planet they call home. SSM strategic portfolios allow organisations to create competitive advantages by serving as agents of social change and ecological protection.

This book has been specifically written as a text for traditional graduate and undergraduate strategic management courses, and its short length makes appropriate as a supplementary text in these courses as well. The authors have structured the book to follow the standard strategic management process, and they have included an ongoing descriptive case on Eastman Chemical Company designed to provide an in-depth example of the concepts presented in the chapters.

From creating organisational visions and missions, to formulating, implementing, and evaluating goals and strategies, this book provides readers with new ways of thinking about their organisation's strategic role in the greater society and ecosystem now and in the future.

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#### Review

"In light of the global financial, climate, biodiversity and poverty crises facing us, corporations urgently need to develop sustainability strategies. In *Sustainable Strategic Management*, Jean and Ed Stead provide a lucid and compelling account of how all strategic management can become sustainable. They offer a blue print for action that will be useful both for students of strategy and for practicing managers." --Paul Shrivastava, Concordia University

"This book is a must read for any scholar and student interested in learning about how to profitably promote the greening of business in different industry contexts. Jean and Ed continue their pioneering work in the corporate sustainability management field by providing a comprehensive and clarifying survey of the fundamental topics in this area." --Jorge Rivera, George Washington University

"While covering strategic management concepts and processes covered in a typical quality strategic management text, this text for graduate and undergraduate strategic management courses weaves sustainability into all aspects of the field." --*Reference & Research Book News*

#### About the Author

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**W. Edward Stead**, East Tennessee State University, USA

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