



Big Business, Big Responsibilities

Andy Wales, Matthew Gorman, Dunstan Hope

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Big business is often painted as the villain when it comes to the environment or social wellbeing. There is certainly good evidence of what some businesses have done wrong in the past. But times are changing. Leading businesses are often now the visionaries: leaders in the fight against climate change, protectors of human rights and supporters of international development.

Big Business, Big Responsibilities shares the inside track on why some of the world's best known brands are doing this not as philanthropy but as a core part of business strategy: protecting the environmental systems they depend on, building consumer trust and creating new markets to ensure long term success.

This book describes the surprising speed with which business is recognizing that it will thrive best in societies that succeed and identifies the major challenges that still need to be overcome for business to make its full contribution.

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