



TILDE UNIVERSITY PRESS

Cases in Corporate Sustainability and Change: A Multidisciplinary Approach

Suzanne Benn, Dexter Dunphy & Bruce Perrott, Editors

Synopsis

Today humankind faces two major crises. The first is the global financial crisis which began in 2008. The second is ecological and has been slowly building since the industrial revolution. The ecological crisis is now gaining momentum as we witness the meltdown of the world's glaciers and a range of related issues such as widespread weather volatility, desertification and food shortages.

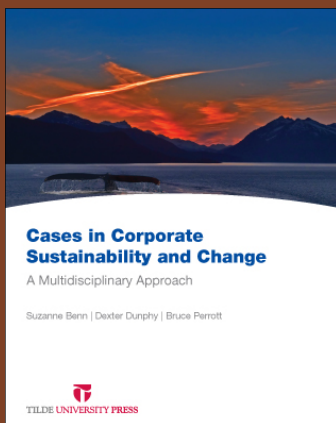
The two crises are intimately related. In the words of leading ecologist Tim Flannery: 'We have become the 'future eaters', living beyond the earth's ability to replace the resources we consume'.

As a consequence, there is a need for up-to-date, relevant course materials—and particularly case studies—addressing the challenges ahead. *Cases in Corporate Sustainability and Change: A Multidisciplinary Approach* includes Australian and New Zealand as well as international cases.

Corporate sustainability is increasingly central to strategy in modern businesses. Learning about sustainability lends itself to the use of case studies because: (1) case studies demonstrate that sustainability is not some fantasy but a business imperative; (2) sustainability issues do not come in neat packages but cut across the traditional academic disciplines; and (3) case studies allow the relevance of theories to be tested.

As the title of this book indicates, the primary emphasis is on corporate sustainability but an emphasis has also been placed on corporate change. Sustainability will not be achieved through technological fixes alone; corporate culture needs to change also.

Organisations and industries featured in case studies in this book include: Westpac Bank, Fuji Xerox, HP, Ikea, Westfield Group, and the Indian garment industry.



ISBN-13: 978-0-7346-1128-4

Price: A\$39.95

NZ\$47.95

US\$29.95

Pages: 204 pp

Pub Date: Available, © 2011

Imprint: Tilde University Press

Format: Softcover

Trim size: 200 mm x 250 mm

Binding: Perfect

Table of contents

- Preface — Theory and practice in change toward sustainability
- Case 1 — Bendigo Bank's approach to sustainability
- Case 2 — City of Mandurah: Champions of change
- Case 3 — Fuji Xerox Australia: Eco-manufacturing centre
- Case 4 — Hewlett Packard's supply chain
- Case 5 — IKEA: Progression to a strategic approach
- Case 6 — Indian clothing industry: Ethical/social dilemmas
- Case 7 — Interface's approach to sustainability
- Case 8 — Leighton Contractors: Becoming sustainable
- Case 9 — Ports of Auckland's response to climate challenges
- Case 10 — State of Grace: Can death be sustainable?
- Case 11 — Westfield talent management
- Case 12 — Westpac: What do we mean by sustainability?
- Case 13 — Yarra Valley Water: Learning and change



Flexible content ~ Right price

Tilde University Press
PO Box 72
Prahran VIC 3181

www.tup.net.au



TILDE UNIVERSITY PRESS

Cases in Corporate Sustainability and Change: A Multidisciplinary Approach

Suzanne Benn, Dexter Dunphy & Bruce Perrott, Editors

About the author

Suzanne Benn is Professor of Sustainable Enterprise at the University of Technology, Sydney, and is responsible for leading change towards sustainability across the UTS Business School, working with other disciplines and external stakeholders to promote sustainability in teaching and learning. She has a background in the sciences and social sciences, and obtained her PhD in environmental studies from the University of NSW, Sydney. She has written extensively in the areas of education for sustainability, organisational change, corporate social responsibility and sustainability, and has a particular interest in embedding sustainability into organisational practices.

Dexter Dunphy is Emeritus Professor and Senior Associate in the Centre for Corporate Governance, Faculty of Business, the University of Technology, Sydney. Throughout his career, Dexter has researched and consulted in the areas of the design and implementation of corporate change, human resource management and corporate sustainability. His research in these areas is published in over 90 articles and 24 books.

Bruce Perrott is Senior Lecturer in the Faculty of Business at the University of Technology, Sydney. He is interested in how business and marketing strategies are formulated, formalised and managed through to the implementation phase.

Contributors

Tamsin Angus-Leppan, Australian Research Institute for Environment and Sustainability (ARIES), Macquarie University, Sydney, Australia

Suzanne Benn, University of Technology, Sydney, Australia

John Chelliah, University of Technology, Sydney, Australia

Stephen Chen, Macquarie University, Sydney, Australia

Eva Collins, University of Waikato, New Zealand

Patrick Crittenden, ARIES, Macquarie University, Sydney, Australia

Dexter Dunphy, University of Technology, Sydney, Australia

Katrin Herdering, Auckland University of Technology, New Zealand

Kate Kearins, Auckland University of Technology, New Zealand

Robert Perey, ARIES, Macquarie University, Sydney, Australia

Bruce Perrott, University of Technology, Sydney, Australia

Tony Stapledon, Stapledon & Co, Sydney, Australia

Wendy Stubbs, Monash University, Melbourne, Australia

André Taylor, André Taylor Consulting, Port Macquarie, Australia

Helen Tregidga, Auckland University of Technology, New Zealand

Tim Williams, Westpac Banking Corporation, Sydney, Australia

For more information, please visit Tilde at www.tup.net.au.

Your local representative:

ISBN-13: 978-0-7346-1128-4

Price: A\$39.95

NZ\$47.95

US\$29.95

Pages: 204 pp

Pub Date: Available, © 2011

Imprint: Tilde University Press

Format: Softcover

Trim size: 200 mm x 250 mm

Binding: Perfect

Flexible content ~ Right price

Tilde University Press

PO Box 72

Prahan VIC 3181

www.tup.net.au

