

# The Future is OPEN



A Primer on Sustainable Business

## A PRIMER ON SUSTAINABLE BUSINESS



"A Primer on Sustainable Business" is a comprehensive guide that introduces readers to the principles and practices of sustainability in the business context. The book emphasizes the importance of integrating environmental, social, and economic considerations—often referred to as the triple bottom line—into core business strategies. It explores how sustainable practices can lead to operational efficiencies, innovation, and competitive advantage.

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