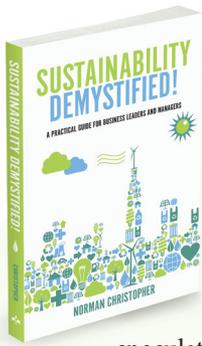


SUSTAINABILITY DEMYSTIFIED!

A PRACTICAL GUIDE FOR BUSINESS LEADERS AND MANAGERS



NORMAN CHRISTOPHER



***Sustainability Demystified!* is a practical guide that details the steps necessary to create business success.**

Christopher removes the speculation and mystery surrounding applied sustainability best practices, leaves home the politics and instead features actual case studies from within a single geographic area to show how businesses of all sizes can improve their bottom line, while being good stewards of the environment and good corporate citizens.

Organized by department and functions taking place within all businesses, this guide helps business owners, executives and departmental managers learn how to maximize their bottom line by creating an environment of sustainable business practices that provide cost savings, create value, and improve competitiveness.



Norman Christopher is currently the Executive Director of Sustainability at Grand Valley State University. Prior to joining GVSU in 2004, he served in

many executive management capacities in the chemical industry. During the last eight years, Norman has been actively developing, applying, and supporting the growth of sustainable development best practices on a local, regional and national level. He is married to his wife Anita and lives in Ada, MI. They have two children and four grandchildren.

“Before most of us could pronounce sustainability, Grand Valley State University, under Norman Christopher’s leadership, was far in practice.”

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City of Grand Rapids, MI

“*Sustainability Demystified!* effectively distills the hundreds of books on sustainability into a practical, readable guide that allows the practitioner to make sense of this emerging field.”

Fred Keller, President and CEO of
Cascade Engineering

“In this excellent and practical guide, Norman Christopher really does demystify sustainability, making it something that companies can not only aspire to, but reduce to practice.”

Stuart L. Hart, Cornell University, Author
of *Capitalism at the Crossroads*

“Packed with relevant examples, lessons learned, and pragmatic guidance, *Sustainability Demystified!* is a must-read for any small- to medium-sized business leader.”

Bob Willard, Author of *The Sustainability Advantage*



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