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Now in Paperback: *Sustainable Excellence* by Aron Cramer and Zachary Karabell

“Essential reading for any business aiming to understand how they can turn sustainability into an opportunity.” —Chris Anderson, Editor-in-Chief, *Wired*

“Smart, readable, and provocative... This book gives us a reason for optimism, as well as a framework to understand the dramatic changes reshaping the corporate world.” —Marc Gunther, contributing writer, *Fortune* magazine

“The must-read book.” —Alice Korngold, *FastCompany.com*

San Francisco—September 27, 2011—Today’s business landscape is changing in fundamental ways. While natural resources are growing ever more scarce and expensive, technology and changing consumer expectations are making transparency a fact of life. “Business as usual” will no longer suffice, and businesses that build social and environmental considerations into the DNA of their companies will be the ones to thrive in the years to come.

BSR President and CEO [Aron Cramer](#) and coauthor Zachary Karabell’s *Sustainable Excellence: The Future of Business in a Fast-Changing World* (Rodale Books), now in paperback, examines companies that are transforming themselves by responding to these paradigm shifts and, in the process, shaping the future. Coca-Cola, Nike, and Starbucks are a few examples of the compelling stories explored by the authors that make a case for a different way of doing business that will redefine corporate success and economic vitality in the 21st century.

In the year since the hardback edition of *Sustainable Excellence* was published, the messages in the book have resonated with business more than ever. Despite—or maybe because of—the economic uncertainty and political instability, businesses are building strategies around our most pressing global challenges. Companies’ devotion to sustainable excellence—such as Walmart’s commitment to local sourcing of food and to their customers’ health, Starbucks CEO Howard Schultz’s call for companies to stop making political contributions, and IKEA’s efforts to power its stores through solar energy—continue to grow. While much remains to be done, the world’s leading businesses understand the importance of focusing on positive social and environmental impacts, as a way to achieve commercial success.

“At a time of economic weakness, the opportunities for innovation presented by sustainability challenges can help companies, communities, and whole economies thrive,” said Cramer. “We hope the release of the paperback edition of the book enables more and more companies and sustainability practitioners to understand why the future of business depends on embracing sustainability as a core element of strategy. The notion that sustainability is *the* key to business excellence is even clearer today than when we wrote the book.”

About the Authors: **Aron Cramer** is the president and CEO of BSR, a nonprofit business network and consultancy focused on sustainability. **Zachary Karabell** received his Ph.D. from Harvard University. He is the author of 10 critically acclaimed books, a money manager, and a CNBC contributor. He lives in New York City.

About BSR

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org for more information.