



Companies are increasingly acknowledged as vital contributors to the global sustainability agenda. Their ability to innovate, scale and invest – alone and together with societal partners – potentially provides the means for developing business models that can seriously enhance sustainable development. Arguably the most important frame to achieve this ambition was introduced in 2015, through the formulation of the **Sustainable Development Goals (SDGs)**. The SDG-agenda defined not only goals and targets, but also the general principles to implement them up to 2030. According to modest estimates, realizing the SDGs provides a yearly US\$12 trillion investment and growth opportunity, while creating hundreds of millions of jobs in the process. But the implementation pace is slow, and initiatives are fragmented. Companies are embracing the SDGs, yet in a reactive and modest manner. What to do? This book provides a timely account of the barriers and opportunities that need to be addressed in order to enhance the effectiveness of corporate involvement in the SDG endeavour. This includes how to practice **Principles of Sustainable Business**, at three levels: systemic (**why** does the system fail), societal and dynamic (**who** should take action on **what**) and strategic and operational levels (**how** can companies contribute). The SDGs provide a perfect frame for exploring how companies could actually create the greatest impact by accelerating the much-needed progress in sustainable development.

*Principles of Sustainable Business* was written for graduate, post-master (executive) students, policymakers and business professionals who want to understand today’s complex challenges of global sustainability and the way companies can address them. In short, this textbook provides the aspiring ‘**SDG professional**’ with the proper insights and frameworks. It addresses gaps in theoretical and practical knowledge of how companies can contribute to ‘**grand**’ **societal challenges** like the SDGs. It shows how companies can design and implement SDG strategies at three levels of analysis: the macro-level, to assess whether the SDGs present **wicked problems** or **opportunities**; at the micro-level, to develop proper **business models** and design new **business cases**; at the meso-level, to develop ‘fit-for-purpose’ **cross-sector partnering strategies**.

*Principles of Sustainable Business* includes a variety of novel analytical tools that can be applied in courses for students and put into action by business practitioners and action researchers. The book provides coherent frameworks, concepts and actionable stepping stones for practical analysis.

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