

## Principles of Sustainable Business

Frameworks for Corporate Action on the SDGs



SUSTAINABLE DEVELOPMENT GOALS

PRME  
Principles for Responsible Management Education

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382 colour illustrations

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## Principles of Sustainable Business

Frameworks for Corporate Action on the SDGs

By Rob van Tulder & Eveline van Mil

This book provides a timely account of the systemic, strategic and operational challenges that need to be addressed to enhance the effectiveness of corporate involvement in society, by using the SDGs as the leading principles-based framework for actionable, powerful and transformative change. The book is organized around three questions on the SDGs – why, what or who, and how – in order to present a framework for accelerating their adoption across and within business.

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