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The Age of Sustainability: Why 'Less' Should Be More of Your Business Strategy

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Business has officially entered "The Age of Sustainability."

Most people relate sustainability to climate change and our efforts to sustain Earth's limited resources.

In the corporate world, it means businesses are being asked -- or even expected -- to take Earth's climate into consideration in normal business operations. In this new age, business strategy has been required to adapt to profound changes in how consumers and partners buy, use, interact with and view their products and services. This is particularly true over the last 10 years and will likely continue for at least the next 20 to 30 years.

Read the full article at GreenBiz.com.
