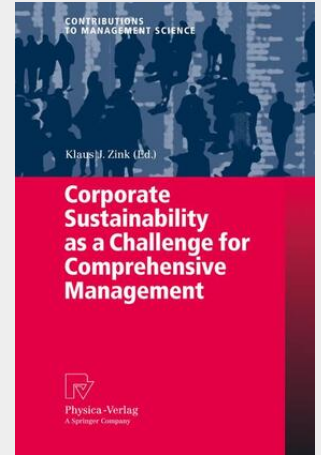


Zink

## Corporate Sustainability as a Challenge for Comprehensive Management

Sustainability has become a topic of global relevance: Corporations and other economically acting organizations increasingly need to realize economic, environmental and social objectives in order to survive. Supplementary to "classical" environmental management, realizing corporate sustainability requires comprehensive approaches which allow the integration of social and economic aspects. Such concepts can be found e.g. in international excellence models mainly based on a TQM thinking but also in the field of human factors in organizational design and management. Understood as systems approaches, they include the interests of all relevant stakeholders with a mid- or long-term time perspective and are thus highly linked with the principles of sustainable development. In this book internationally leading scientists discuss the issue of sustainability from their perspective, resulting in an innovative view on different management approaches under the umbrella of corporate sustainability.

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