# Managing Sustainability: First Steps to First Class

# Book Reviews

**An excellent guide for students and practitioners**

Reviewed in the United States on May 29, 2020 -- Sheila McLean

Verified Purchase

[*5.0 out of 5 stars*](https://www.amazon.com/gp/customer-reviews/RZ6F2IELV7L6/ref%3Dcm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B086VQDHN5) (Amazon.com)

John Friedman shares real-world examples of companies living their values, as well as useful templates, worksheets and discussion questions. At a time when investors, consumers, employees and all stakeholders increasingly expect business to help solve our biggest problems, John provides a roadmap to for how to do it. A must read for future and current business leaders!

[**Friedman Outlines Steps to Sustainable Business (is there any other kind?)**](https://www.amazon.com/gp/customer-reviews/RZ6F2IELV7L6/ref%3Dcm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B086VQDHN5)

Reviewed in the United States on April 21, 2020 -- Laura E. Asiala

[*5.0 out of 5 stars*](https://www.amazon.com/gp/customer-reviews/RZ6F2IELV7L6/ref%3Dcm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B086VQDHN5) (Amazon.com)

For the better part of two decades, John Friedman has been in the trenches, moving the needle with regards to truly integrated sustainable business in the companies and organizations with which he’s been associated, and now he’s giving all of us a playbook to follow. Managing Sustainability: First Steps to First Class (Business Expert Press, April 2020)—published just in time for the 50th anniversary of Earth Day—combines proven strategies with real-world examples. With the onset of the COVID 19, there has never been a clearer nor more devastatingly demonstrable example that we have healthy business only with a healthy society and healthy environment.
John pulls back the curtain on how to go beyond traditional accounting to quantify the impact of sustainable strategies, thereby uniting employees, customers, and other stakeholders to pull in the same direction, aligning sustainability efforts to achieve measurable results—to the benefit of all.

[**valuable guide for sustainability**](https://www.amazon.in/gp/customer-reviews/R1WWFBSFK2Y38W/ref%3Dcm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B086VQDHN5)

Reviewed in India on 6 June 2020 - Dr. Sangeeta Mansur

[*5.0 out of 5 stars*](https://www.amazon.in/gp/customer-reviews/R1WWFBSFK2Y38W/ref%3Dcm_cr_dp_d_rvw_ttl?ie=UTF8&ASIN=B086VQDHN5) (Amazon.in)

The book is a pleasure to read ! Sustainability is a complex domain and it's not an easy task to demystify it, simplify it and present it in an easily readable form. And John Friedman has accomplished it very well in the book. Well-structured and replete with trends, examples and references, the work advocates as well as gently guides the initiation of sustainability. The format and tone are student-friendly. The discussion questions shared across the book provide a reflective space for the diverse readers--students, teachers and practitioners. A must have for business students and faculty, and all those who are curious or serious about sustainable business.

**Beyond Sustainability Theory & Awareness Raising to Practicality**

John Friedman shares a rare and welcomed examination of putting the world’s modern corporate value creation frontier into practice.  Business sustainability today is grounded in a model of business transforming the market.  Instead of waiting for a market shift to create incentives for sustainable practices, leading companies are creating shifts to enable new forms of business sustainability to create tomorrow’s measures.  From leveraging human capital, to attracting investment capital, to maximizing stakeholder engagement, to using a company’s stature to exert influence in its supply chain; Friedman lays out a step-by-step journey to step change.  A must read for sustainability practitioners regardless of where they are on their journeys.

*Scott Beaudoin, EVP, Social Purpose & Sustainability, Broduer Partners*