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fifty-one to eighty-one percent within five years, depending on the company's size and industry sector, while avoiding risks that could jeopardize its financial well-being.

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*The New Sustainability
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Bob Willard originally published *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line* back in 2002. In

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2012, his publisher, New Society Press, brought out an updated 10th Anniversary edition, and changed the title to The New Sustainability Advantage. Basically, Willard takes apart every conceivable

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Factor in business economics and shows how greening the company (when done right) yields vast financial benefits for businesses large and small.

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The sustainability
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2002. New Society, 203 pp
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proud to announce that it is
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company must score in the

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top 10 percent of all 3,000

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Assessment. This section

evaluates a company's

supplier relations,

diversity, and involvement

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Advantage. It is a rewritten,
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