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The triple bottom line, does it all add up? : assessing the sustainability of business and CSR

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Abstrak

There are two main kinds of approach to sustainability ? ?top down? and ?inside out?. Top-down approaches emphasize management, measurement and control. On this path, while you may know what you have done, it may not be enough ? and it may not be possible to do enough within the structures and systems within which you are operating. Perfectly implemented environmental management systems that deliver poor environmental performance with the utmost care fall into this category. Working within the structures of the current paradigm can lead to lowest common denominator approaches and anomalies that reward process without regard to performance and vice versa.