



For Immediate Release

Media Contact:

Cecile Abeille
2bee Communications
cecile@2bee.co
+33 (0) 6 87 83 96 44

***“Build your competitive edge through sustainability,
and explore how business is changing for good”***

Newly published book "Leading Sustainably" from Routledge provides a masterclass for all managers on building a fully sustainable business, with insights from more than 100 leaders across fashion, consumer, hospitality, financial, technology, education and other sectors

Paris, September 2, 2020 - With our planet at a breaking point, now is the time to lead sustainably by putting purpose on equal footing with profit. Ask yourself: *Is your business ready for a plus 2 to 4 degree Celsius world? Is sustainability at the core of your strategy? Do you have visibility on your competitors' sustainability programs? Which SDGs will you prioritize, and how will you measure your positive impact?*

Trista Bridges and Donald Eubank, co-authors and co-founders of Read the Air, have tackled these questions and more in their latest book **“Leading Sustainably—The Path to Sustainable Business and How the SDGs Changed Everything”**. Bridges and Eubank work out of Japan, and, as International citizens, have incorporated a spectrum of regional perspectives in their book, going beyond the US and the EU to include Northern and Southeast Asia and beyond.

Jeff Turner, Vice President of Sustainability at DSM says “Leading Sustainably” is “A must read for everyone on the journey toward sustainable business.”

The book not only provides guidance and various frameworks on how to build and manage a fully sustainable business, it also offers an in-depth exploration of best methods and practices. These are based on insights the authors gathered from more than 100 leading companies—H&M, Axa, HSBC, Givaudan, Ikea, Novo Nordisk, Bolton to name a few—from fashion, hospitality, finance, FMCG, energy, waste management and others. Their findings demonstrate that brands with "purpose" are outpacing industry growth as consumers gravitate to sustainable products.

Confirming the trend, Bridges and Eubank cite a groundbreaking report from NYU Stern Center for Sustainable Business that reveals that **“while sustainability-marketed products are 16.1% of the market, they delivered 54.7% of the CPG market growth (2015-2019).”** Combine this with evidence that **“73% of consumers**

are willing to spend more for goods and services that have a positive impact,” from Nielsen research done in 2017, and change is clearly coming to the market and industries.

How does one manage the gargantuan task of building a sustainable business?

The first step is understanding what’s meant by sustainability and how it offers an opportunity for business and society. Inspired by the launch of the United Nations Sustainable Development Goals (SDGs), the book captures ideas from change makers around the world on how business is moving to put sustainability at the core of strategy to survive, thrive, and realign its interests with society. “Leading Sustainably” looks at how sustainability has evolved in a business context, offering powerful insights, key facts, and guidance on building capabilities within companies, measuring and managing impact, the transformation of sustainable finance, and other critical changes for aligning core business activities with sustainable principles.

“The majority of companies are at the stage of sustainability prioritization and vision setting, but struggling to move to the next level,” share Bridges and Eubank, based on their research for the book. “Only 25% of companies have put sustainability and the SDGs at the core of their business strategy.”

The book introduces five vignettes profiling best-in-class “all-in” mission-driven companies—Toad&Co, Re-Nuble, EConcrete, TBM and Keen—that have been sustainable from the start, and international case studies on business sustainability efforts from across the industries they cover. Finally, Bridges and Eubank provide frameworks and in-depth direction firms can leverage when accelerating their transition to more sustainable business models.

“The writing is fresh and accessible to corporate executives, investment managers, and researches, alike.” **William Swinton, Temple University, Japan**

Leading Sustainably is a perfect guide for mid-level managers to senior executives seeking to understand this fast-changing business environment, how to factor sustainability into their decision-making, and why the SDGs changed everything.

Excerpt: [Leading Sustainably Excerpt](#)

Media only e-book: <http://bit.ly/LeadingSustainablyeBook>

Visuals: [Headshots & Images](#)

Foreword: Dr. Mark Milstein, Cornell Center, Director for Sustainable Global Enterprise

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Reviews

“Leading Sustainably’ offers a road map for integrating the latest sustainability thinking into business practice. Bridges and Eubank demonstrate—through presentation of excellent case examples and historical evolution of the field—how SDG mandates contribute to effective business management and value creation to the benefit of both shareholders and stakeholders alike.”

Jed Emerson, Author of "The Purpose of Capital: Elements of Impact, Financial Flows and Natural Being"

“It provides the context, and more importantly specific guidance on how to accelerate the transition toward models that will help to change the way business is done, respecting the needs of both society and our planet.”

Jeff Turner, Vice President of Sustainability, DSM

“Bridges and Eubank have created a useful primer on how business leaders’ response to sustainability is evolving today—covering cutting-edge approaches, up-to-date case studies, and effective management practices. More importantly, the writing is fresh and accessible to corporate executives, investment managers, and researchers, alike.” **William J. Swinton, Temple University, Japan Campus, Director, International Business Studies**

About the Authors

Trista Bridges is a strategy and marketing expert with extensive experience across Europe, the US, and Asia and various sectors including consumer products, financial services, tech media, and healthcare. As co-founder of Read the Air, she advises organizations on sustainability, providing them with the insights and solutions needed to transition to sustainable business models.

Donald Eubank is an experienced manager who’s worked across the IT, finance, and media industries in Asia for the past 25 years. As a co-founder of Read the Air, he serves as an important advisor to businesses that are integrating sustainability into their core strategy, guiding their teams to lead sustainably and apply critical tools for managing their impact.

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Read the Air is a business advisory coalition cofounded by Trista Bridges and Donald Eubank. Globally connected, Read the Air offers a complete range of high-end advisory services and strategic tools that help organizations by creating timely, relevant and accurate solutions to their sustainable business and operational needs. www.readtheair.com