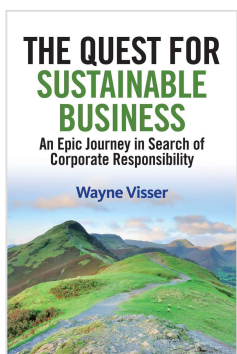


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An Epic Journey in Search of Corporate Responsibility

Wayne Visser

256+ viii pp Paperback 234 x 156 mm Published June 2012
ISBN 978-1-906093-76-1 List price: £25.00/€32.00/US\$45.00

In January 2010, author, academic and social entrepreneur Dr Wayne Visser set off on a nine-month, 20-country “quest” to talk to entrepreneurs, business leaders and innovators and learn about how companies in all parts of the world can and are helping to tackle the world’s most pressing social and environmental problems. His aim was to explore the many varieties of global approaches to sustainable business practices first-hand and to share some of the most innovative global examples.

The result is this treasure trove of a book, full of stories, ideas, links to more than 100 video interviews, best practices and tools for making sustainable business work in a myriad of different contexts, cultures and settings. Besides sharing insights from his 2010 “CSR Quest World Tour”, the author captures his professional experiences and the evolution of sustainable business over the past 20 years.

The path begins in Africa and winds its way through Asia, North America, Europe, Australasia and Latin America. The author shares what he has learned in encounters with mega-corporations and small farmers, and conversations with CEOs and social entrepreneurs. There are facts and figures about world trends, and interviews with thought leaders and activists. This is a tale that consciously weaves the personal and

the professional, mixing anecdotes and case studies. It looks outwards and reflects inwards, and is both autobiography and the life story of a global movement.

ABOUT THE AUTHOR

Dr Wayne Visser is Founder and Director of the think-tank CSR International and research company Kaleidoscope Futures. He is the author of 15 books and over 180 publications (chapters, articles, etc.), and has delivered more than 170 professional speeches in over 50 countries in the last 20 years. In addition, Wayne is Senior Associate at the University of Cambridge Programme for Sustainability Leadership, and Adjunct Professor of CSR at Warwick Business School, United Kingdom.

In 2011, Wayne was listed in the Top 100 Global Sustain Ability Leaders (ranking by ABC Carbon) and the Top 100 Thought Leaders in Europe and the Middle East 2011 (ranking by Centre for Sustainability and Excellence, and Trust Across America). He was also winner of the Outstanding Author Contribution Award at the Emerald Literati Network Awards for Excellence 2011 and recipient of the Outstanding Teacher Award of The Warwick MBA 2010/11.

Wayne’s work has taken him to more than 50 countries in the last 20 years. In the past two years alone, he has travelled to more than 25 countries to share best practices in corporate sustainability and responsibility. Wayne lives in London, United Kingdom, and enjoys art, nature, writing poetry and travelling around the world. A full biography and much of his writing and art is on www.waynevisser.com.

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