

Advance Praise for *Sustainable Business Strategy*

This book that rethinks strategy for challenges of sustainability and responsible business in the 21st century is very important and desperately needed. We have to develop business strategies that truly create value for society. This book does this job very well and therefore it is a must-read for responsible business managers, but indeed also for business students and future leaders of global companies, firms and corporations.

–Professor Jacob Dahl Rendtorff, Roskilde University, Denmark

This is a very timely and relevant contribution to the wider debate on the role of strategy to business organisations. Its positioning and niche are well thought-through and clearly articulated. A textbook of this sort would be of great value in its intended market(s). The sustainability angle is a clear selling point.

**–Professor Stephen Flowers, Emeritus Professor of Kent Business School,
University of Kent, UK**

The main strength of this book is exactly this pluralistic perspective that provides different ways of resolving business strategy dilemmas vis-à-vis challenges such as climate change, global economic sustainability and pandemics. In this sense the book is timely and will help students of business and management to develop their holistic approaches to change in the 21st century.

–Professor Theo Papaioannou, Open University, UK

To Ilonka, my partner, soulmate and wife

