

Mike Pratt & Helga Pratt

Sustainable Peak Performance

Nine trail blazing sustainable enterprises share their stories of growth, from grassroots to international acclaim. Enterprises that have become more profitable because they are sustainable, not in spite of it. Demonstrating that in today's world, sustainable enterprise is the best pathway to business performance.

Putumayo, Stonyfield Farm, The Body Shop, The Eden Project, Forum for the Future, Snowy Peak, Comvita, Patagonia, Dilmah Tea, are all enterprises with inspirational founders and a commitment to creating a better world through business. Sustainable Peak Performance offers a theory and practice derived from these companies, enabling others to learn from their experience and find more opportunities for value creation while enriching people's lives, and nourishing the planet.

As citizens we can make the world a better place through the choices we make; as businesses the choice

of sustainability is not a question of if, but how. Sustainable Peak Performance provides insights from leaders in the field who have made this the foundation of their success.

'The stories and the models in Sustainable Peak Performance show that business commitment to people and the planet enhances profitability...'
SIR STEPHEN TINDALL

'...a new set of performance tools that will have an immediate benefit for CEOs.'
ADAM WERBACH

'...every business needs to read this book for fresh ideas and hope.'
CHRIS MORRISON

'...the stories and the theory help present sustainable business practices as both realistic and achievable.'
PROFESSOR JULIET ROPER

'Sustainable Peak Performance shows that everyone can do something to make the world a better place...'
VISCOUNT ROTHERMERE

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