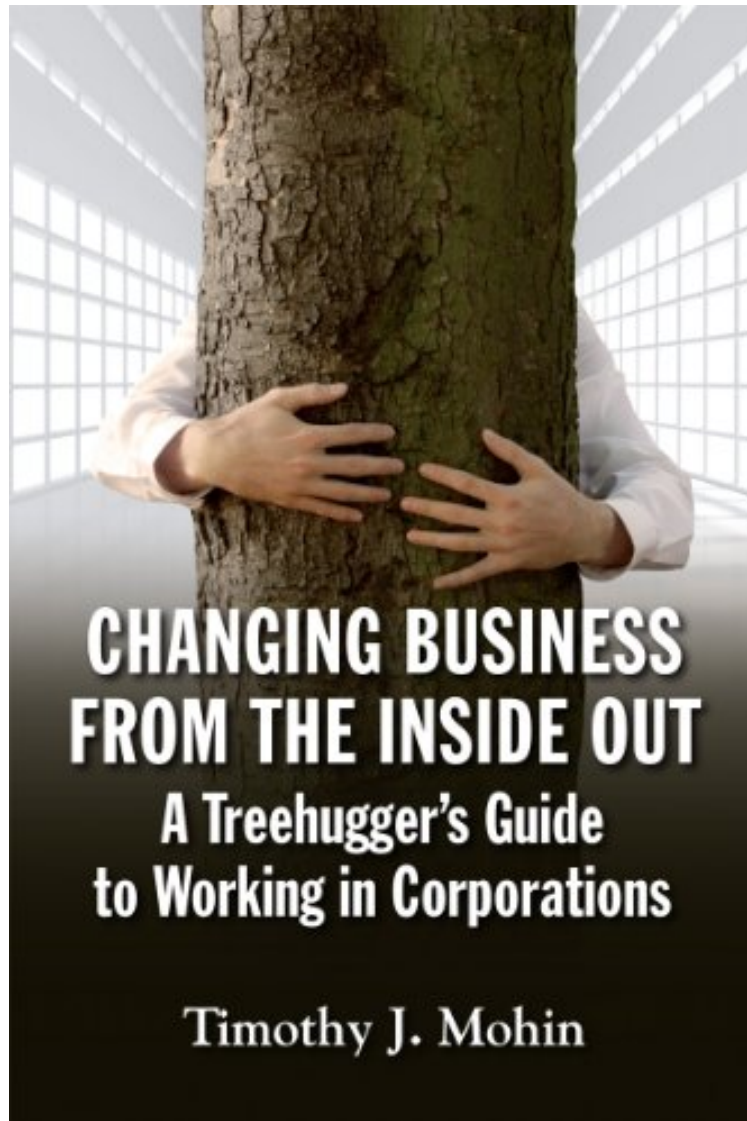


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Changing Business from the Inside Out: A Tree-Hugger's Guide to Working in Corporations

Tim Mohin

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Tim Mohin : Changing Business from the Inside Out: A Tree-Hugger's Guide to Working in Corporations before purchasing it in order to gage whether or not it would be worth my time, and all praised Changing Business from the Inside Out: A Tree-Hugger's Guide to Working in Corporations:

0 of 0 people found the following review helpful. The PERFECT book for anyone and everyone interested in corporate responsibility!By Gerald KorngoldTim Mohin provides a beautifully written guide for anyone who is

interested in a career in corporate responsibility or anyone who works in business who seeks to help their company to advance its social and environmental agendas. Tim draws on his vast experience in corporate leadership positions with AMD, Apple, and Intel; as a sustainability consultant to Fortune 500 companies; and as the Chairman of an NGO industry coalition that addresses social and environmental challenges. In the clearest of terms, this book tells you just what you need to know to help companies achieve results. It is essential reading. 0 of 0 people found the following review helpful. A must read for (to be) sustainability managers

By Fanny Pauwelyn
This is a great book for everybody wanting to work or working in the field of social responsibility or sustainability as it gives a complete overview of all aspects of sustainability and practical tips on how you can build a sustainability role and/or department in your company. I especially like the two chapters about supplier responsibility as this has become a main material issue for most companies. This book is also very down to earth; people with a real passion and broad understanding of sustainability can become sustainability managers as long as they stay well informed about the issues and have the capability to lead through influence. 0 of 0 people found the following review helpful. Great practical insights!

By Matt Eck
This is a fantastic, practical and insightful guide to building and maintaining a successful career in CSR. If you work inside a corporation or indeed on the NGO/stakeholder side this book provides an indispensable roadmap to navigating the ever complicated world of sustainability and corporate social responsibility. Real world examples provide context and the language allows accessibility to all levels of experience without ever being patronizing. A real A to Z guide from someone who has been there and done (is doing) it! I work on the NGO-side of CSR and this book will allow me to better understand the challenges my partners on the corporate-side face and how I can best communicate with, and support, them throughout our joint efforts.

The BP oil spill, the 2008 global financial collapse, and revelations of scandalous working conditions at Chinese electronics supplier Foxconn show why so many are suspicious of promises of corporate responsibility. But slowly and fitfully, corporations are changing. It's not just because of the high cost of making amends and a fear of negative publicity. Consumers are demanding better corporate behavior, and an increasing number of executives are eager to make their organizations more of a force for good. But corporations can't act in responsible ways if no "treehuggers" are working inside the system to lead the effort. For more than two decades, Timothy J. Mohin has worked to improve working conditions, clean up factories, and battle climate change—all while being employed by some of the biggest companies in the world. In *Changing Business from the Inside Out* he's written the first practical, authoritative insider's guide to creating a career in corporate responsibility. Mohin describes how to get started and what the day-to-day experience of being "the designated driver at the corporate cocktail party" is really like. He recounts colorful case studies from his own career, provides advice on how CSR workers can have greater impact, and even looks into how employees in other corporate functions can make a difference. He details the programs and processes needed to support a comprehensive CSR effort, but perhaps most importantly, he identifies the personal and professional skills needed to navigate corporate politics and get buy-in from sometimes skeptical colleagues. With more than 80 percent of the Fortune 500 now publishing "sustainability reports," a new career path has been forged in corporate responsibility. From strategy to data mining to supply chains and communication, this book is the "operator's manual" for this new career path.