



# Strategy and Competitiveness in Latin American Markets: The Sustainability Frontier

By Urs P. Jager, Vijay Sathe

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*'The search for ways of doing business that are the best for the world is the issue of our time. Add-on CSR is a last-Generation logic that has no value for the now-Generation let alone the next-Generation. This book is a clarion call to the kind of action that both matters and is the landscape of business success in our time.'*

- Mark DREWELL, CEO, The Globally Responsible Leadership Initiative and co-author of *Management Education for the World*

*'Latin America has received too little world attention for the contributions its companies and governments are making for creating a sustainable world. This wonderful book will correct this problem. The book also makes a major conceptual contribution through its platform idea of the sustainability frontier.'*

- Robert G. Eccles, Harvard Business School, co-author of *One Report*, and Founding Chairman, Sustainability Accounting Standards Board

*'Corporations in Latin America are facing, more than ever, the demands to put civil society and the natural environment into their business models. This book provides solid frameworks and plenty of real-world examples to help them deal with the challenge.'*

- Alfredo Enrione, The PwC Endowed Chair of Corporate Governance at ESE Business School, Universidad de los Andes, Chile

*'In the shadow of the Asian economic miracle, the social change in and economic growth of Latin America have often been overlooked, or even ignored. This book takes the Latin American perspective and provides us with deep and rich insights on how sustainability can be integrated into business strategy.'*

- Günter Müller-Stewens, University of St. Gallen, Switzerland

*'This book is very timely, since corporations require a deeper understanding and new approaches to the challenges and opportunities posed by the concept of sustainability.'*

- Roberto L. Artavia, Chairman, INCAE Business School and Chairman of Viva Trust

Using a combination of thorough research and practical examples, *Strategy and Competitiveness in Latin American Markets* explains how the concept of the sustainability frontier that the book develops resolves the long-running debate on whether sustainability requires trade-offs or not.

Through its exploration of a variety of sustainability challenges and opportunities, along with various sustainability models, the authors show how the sustainability frontier can be expanded through disruptive innovation, the building of new skills and by other means to secure 'no trade-off' solutions.

Experts in the field of sustainability in Latin America, researchers in the field of management, students of business administration and managers of companies operating in emerging countries will all find this book to be both useful and engaging.

**Contributors:** F. Angele, E.R. Brenes, A.R. Camacho, F.C. Cañequé, L. Ciravegna, S.L. Hart, J. Ickis, U. Jäger, M. Kramer, C. Laszlo, M. Löffler, A.M. Majano, C. Martinez, F. Pérez-Pineda, A.M. Prado, V. Sathe, D. Smith, R.P. Srroufe, Jr., M. Tuil, V. Umaña, P. Veling, K.L. Whittingham, D.R. Young

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**Strategy and Competitiveness in Latin American Markets: The Sustainability Frontier By Urs P. Jager, Vijay Sathe Bibliography**

- Sales Rank: #3876230 in Books
- Published on: 2015-02-26
- Original language: English
- Dimensions: 9.25" h x 6.25" w x 1.00" l,
- Binding: Hardcover
- 352 pages



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### Editorial Review

#### Review

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#### About the Author

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