

Why should I care? The case for business sustainability, driven by innovation and a compelling business strategy!

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“Every responsible act has a sustainable impact” – Morris D Fedeli

Planet Earth needs a strategy if humanity is to survive and endure for the long term. Businesses and governments alike have been aiding its demise; however, business models, representing how a business captures and creates value may well represent our best source of re-address and success. But how do we know which business models are more successful than others? How do we encourage businesses to “do good to do well?”

This study assesses and classifies business models and corporate sustainability performance thereby determining which models are most likely to succeed or fail. Business leaders and individuals alike can benefit from this study and use its framework to achieve global shared value creation and collaborative partnerships for people, planet, and prosperity.

For those interested to read the full article, see [here](#).