



The Positive Psychology of Sustainable Enterprise: A Special Theme Issue of the Journal of Corporate Citizenship (Issue 46)

By David L. Cooperrider, Ronald Fry

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, The Positive Psychology of Sustainable Enterprise: A Special Theme Issue of the Journal of Corporate Citizenship (Issue 46), David L. Cooperrider, Ronald Fry, In a world where just about every corporation is going greener and more socially responsible, and where many have found that building a better world and building a stronger business indeed go hand in hand, it is time for scholars and managers alike to explore the impact of sustainability action on the workforce and people; that is, to study exactly how the quest for sustainable value affects the human side of enterprise. If, as Aristotle observed, we are what we repeatedly do - and if much if not most of our waking lives is spent in the context of organisations - then what happens to us when we are engaged in organisations that are leading and breaking the sustainability barrier? The ten papers in this important issue explore the proposition that the quest for sustainability is the most significant human development opportunity of the 21st century - and that when people learn about and work toward building a sustainable world they too are poised to flourish in ways that...



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