

Sustainable business

[Business](#), [Management](#)



What is Sustainable Business? A sustainable business is a “ business that contributes to an equitable and ecologically sustainable economy”, according to Sustainable Business. com (2011). Sustainable businesses offer such good and services to people that are environment friendly and foster the well-being of the whole community. Businesses that generate energy, treat water, produce resources for industrial processes, and provide transportation food to people are all sustainable businesses because they ensure that human impact on environment is lessened through such products that are high in performance and low in cost. Landrum, Landrum and Edwards (2009, p. 4) define a sustainable business as that business which guarantees the “ interest of all current and future stakeholders in a manner that ensures the long-term health and survival of the business and its associated economic, social, and environmental systems.” This makes us believe that sustainable businesses focus on how the business is going to affect the current and future consumers and what impact it is going to have on the overall environment. The objective is to create a positive difference in the environment or reducing the negative impact on the environment. We call that such a business is going green since it is environment friendly. A sustainable business is not only able to address the current needs of consumers but also works upon ensuring the well-being of future generations. There is a win-win situation between the business and the environment. Such businesses have built their reputation in the modern world because they boost the economy and provide the human beings with a healthier place to live in.

References

<https://assignbuster.com/sustainable-business/>

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