



The Breakthrough Challenge: 10 Ways to Connect Today's Profits With Tomorrow's Bottom Line

By John Elkington, Jochen Zeitz



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The world's most forward-looking CEOs recognize the real challenge facing business today: a fundamental shift in the nature of commerce. While sustainability programs, government action, and nonprofits are all parts of the solution, CEOs and other leaders must focus on social, environmental, and economic benefit—not only because it will make the world a better place, but because it will ensure lasting profitability and success in the business climate of tomorrow.

The Breakthrough Challenge is both an inspiring call-to-action and a guide for this transformation, based on the work of The B Team, a major initiative uniting leaders in sustainability. As a founding advisor and member of The B Team, John Elkington and Jochen Zeitz map out an agenda for change. The most important goal for businesses must be redefining the bottom line to account for true long-term costs throughout the supply chain. To achieve this, leaders must rethink everything: what counts on balance sheets, how to incentivize performance, who does what in the C-suite, and even what inspires us. *The Breakthrough Challenge* draws on over 100 exclusive interviews to show this shift in action, sharing the pioneering work of leaders such as Paul Polman, CEO of Unilever; Arianna Huffington, founder and CEO of *The Huffington Post*; Peter Brabeck-Letmathe, chairman of the Nestlé Group; and Linda Fisher, pioneering Chief Sustainability Officer at DuPont, among many others.

Change-as-usual strategies are not enough to move business from breakdowns to breakthroughs. *The Breakthrough Challenge* shows leaders how to achieve a true transformation and refocus the definition of profitability on the lasting wellbeing of people and planet—for the lasting success of their business.



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The Breakthrough Challenge: 10 Ways to Connect Today's Profits With Tomorrow's Bottom Line By John Elkington, Jochen Zeitz Bibliography

- Sales Rank: #1226896 in Books
- Brand: imusti
- Published on: 2014-08-04
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.40" l, .0 pounds
- Binding: Hardcover
- 272 pages

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Editorial Review

From the Inside Flap

“*The Breakthrough Challenge* has enormous potential to bring out the best in us—as all good challenges do. Leaders in all sectors, around the world, must recognize the need for a collective, concerted effort.”

—**from the foreword by Sir Richard Branson**

The world’s most forward-looking CEOs recognize the real challenge facing business today: a fundamental shift in the nature of commerce. While sustainability programs, government action, and nonprofits are all parts of the solution, CEOs and other leaders must focus on social, environmental, and economic benefit—not only because it will make the world a better place, but because it will ensure lasting profitability and success in the business climate of tomorrow.

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From the Back Cover

PRAISE FOR THE BREAKTHROUGH CHALLENGE

“John Elkington and Jochen Zeitz argue in this lucid, compelling, forward-thinking book that humanity’s collective self-interest will be best served by enlightened business leaders. As practical as it is inspiring, this case for doing well by doing the right thing should be required reading for anyone seeking to build a truly successful 21st century business.”

—**Jeff Skoll**, first president, eBay, and founder and chairman, the Skoll Foundation, Participant Media, and the Skoll Global Threats Fund

“True leaders will embrace *The Breakthrough Challenge*. They know that the wellbeing of people and planet is key to future prosperity, and many now suspect we need a Plan B. They could have no better guides for the journey than John Elkington and Jochen Zeitz.”

—**Arianna Huffington**, co-founder, *The Huffington Post*, and author, *Thrive*

“One of the most convincing and readable accounts yet of how—and why—the rules of the game need to

change. Authored by two genuine pioneers, *The Breakthrough Challenge* provides an indispensable guide for those, like Unilever, looking to build a business model based on long-term sustainable and equitable growth.”

—**Paul Polman**, CEO, Unilever

“As we peer into a foggy and uncertain future, about the only thing that is clear is that not much can remain the same. In *The Breakthrough Challenge*, John Elkington and Jochen Zeitz describe the radical retooling our businesses, economies, and societies need to avoid catastrophic breakdowns and achieve a new sustainable and inclusive future. Here is a design brief for the 21st century.”

—**Tim Brown**, CEO, IDEO

“Tomorrow’s bottom line will require politicians and business leaders to accept that future generations have rights in today’s world. *The Breakthrough Challenge* explains why this is inevitable, who is leading the charge, and how the transformation will happen. It should be widely read by those who aspire to leadership.”

—**Mary Robinson**, former President of Ireland, former UN High Commissioner for Human Rights, and president, the Mary Robinson Foundation—Climate Justice

About the Author

John Elkington has worked for forty years in the environmental, sustainability, and social innovation fields. He has cofounded four companies, sits on more than twenty boards or advisory boards, and is a founding advisor of The B Team advisory board. He is the author or coauthor of nineteen books, including *The Power of Unreasonable People*. He has received awards from the UN, the Skoll Foundation, *Fast Company*, the Rockefeller Foundation, and others. John lives in London.

Jochen Zeitz is cofounder and cochairman of The B Team. He is a director at Kering (formerly PPR) and chairman of the board’s sustainable development committee, after having been CEO of the Sport & Lifestyle division and chief sustainability officer (CSO). Previously, he served eighteen years as chairman and CEO of Puma. He was the youngest CEO in German history to head a public company. He is a board member of Harley-Davidson and Wilderness Safaris and is coauthor of *The Manager and the Monk* (Jossey-Bass, 2012), which has appeared in fifteen languages. Among other awards, he was named the *Financial Times* Strategist of the Year three years in a row. Jochen lives in Switzerland and Kenya.

For more information, please visit www.thebreakthroughchallenge.com and follow the authors on Twitter via @VolansJohn and @JochenZeitz.

Users Review

From reader reviews:

Dorinda Kling:

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