

THE SUSTAINABLE ENTERPRISE FIELDBOOK

WHEN IT ALL COMES TOGETHER

Edited by Jeana Wirtenberg PhD
with William G. Russell and David Lipsky PhD

in collaboration with
The Enterprise Sustainability Action Team



3:00 - 7:00 p.m.
Thursday, October 2, 2008

Lenfell Hall, the Mansion
FDU College at Florham
Madison, NJ

rsvp by September 30, 2008
(973) 443-8577

Web: www.fdu.edu/ise
"Current ISE News and Events"

REGISTER ONLINE
CLICK "Special Event"

Free Admission



SILBERMAN
COLLEGE OF
BUSINESS
FAIRLEIGH DICKINSON
UNIVERSITY
www.fdu.edu/ise

Book Launch

The Sustainable Enterprise Fieldbook: *When it all comes together*

This highly interactive session provides an introduction to and overview of the newly released **Sustainable Enterprise Fieldbook** (www.TheSustainableEnterpriseFieldbook.net) by the book's authors, offering participants the opportunity to discover practical tools, case studies, and activities for guiding sustainability initiatives in their organizations. After a brief overview of the book and its origins, contributing authors will facilitate application discussions on chapter topics:

- Leadership for a sustainable enterprise
- Mental models for sustainability
- Developing a sustainability strategy
- Managing the change to a sustainable enterprise
- Employee engagement for a sustainable enterprise
- Sustainable enterprise metrics and measurement systems
- Sustainable globalization: The challenge and the opportunity
- Transorganizational collaboration and sustainability networks

3:00– 3:30 P.M. Networking and light refreshments
3:30 – 5:30 Presentation & interactive table discussions
5:30 – 7:00 Hors d'oeuvres and cash bar