



# Green Books

## Read and Save the Earth!

Fritz G. Lanham Earth Day 2014

A great way to learn about all aspects of sustainability is as easy as picking up a book. The following are some recommended books to raise your awareness. Most of these books can be found at your local library or at internet book retailers. Check them out!

### Books on Corporate Social Responsibility

1. Smart Giving is Good Business,  
by Curt Weeden
2. Getting it Right: Making Corporate-Community Relations Work,  
by Luc Zandvliet and Mary B. Anderson
3. The Corporate Responsibility Code Book, Revised 2<sup>nd</sup> Edition,  
by Deborah Leipziger
4. Positively Responsible: How Business Can Save the Planet,  
by Erik Bichard and Cary L. Cooper
5. When Principles Pay: Corporate Social Responsibility and the Bottom Line,  
by Geoffrey Heal
6. Buried Treasure: Discovering and Implementing the Value of Corporate Social Responsibility,  
by Caleb Wall
7. Hijacking Sustainability,  
by Adrian Parr
8. Leaders on Ethics: Real-World Perspectives on Today's Business Challenges,  
by John C. Knapp (ed)
9. Marketing that Matters: Practices To Profit Your Business and Change the World,  
by Chip Conley and Eric Friedenwald-Fishman
10. Cause for Success: Ten Companies That Put Profits Second and Came in First,  
by Christine Arena

NOTE: These books are suggested materials that discuss sustainability. They do not necessarily reflect the views of GSA.