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This article is based on a study supported by IMA's Foundation for Applied Research (FAR). By Marc J. Epstein, Adriana Rejc Buhovac, and Kristi Yuthas. Executives recognize the importance of social and environmental responsibility—corporate sustainability—but they seldom implement it successfully. The challenge lies in how to actually integrate sustain- ability into operational and capital investment decision making and implement it successfully in large, complex, for-profit organizations.

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