



CRANFIELD SUSTAINABILITY NETWORK E-NEWS
Incorporating the Doughty Centre for Corporate Responsibility

SPRING-TIME BOOKS BONANZA

This Spring has seen several new books from Doughty Centre authors.

- First out was Visiting Fellow Gib Bulloch with 'The Intrapreneur: Confessions of a corporate insurgent,' describing his experiences creating a social enterprise: Accenture Development Partnerships within the global consulting firm Accenture. Gib has spoken to several Cranfield Masters courses about his work building ADP and he was featured in the 2014 book from the Centre: 'Social Intrapreneurism and all that Jazz,' and earlier Occasional Papers on employee-led corporate social innovation. Paul Polman, CEO of Unilever, has written the foreword to Gib's book – highly appropriate as Unilever is the latest big company to announce an Intrapreneurs' Hub to support employees.
- Visiting Fellow Anita Hoffmann has built on her Centre Occasional Paper 'Purpose Driven Leader - Purpose Driven Career,' in producing her new book: 'Purpose & Impact: How Executives are Creating Meaningful Second Careers.' Purpose and Impact aims to provide guidance to senior executives and professionals for how to rethink and even relaunch careers that align with wider purpose and societal impact. The book was very positively reviewed in The Financial Times. Anita has been a guest speaker for several cohorts of the Cranfield International Human Resource Management executive Masters.
- Completing the trio of Centre authors, Emeritus Professor David Grayson's latest book: 'All In – The Future of Business Leadership' is launched at the Sustainable Brands Global Conference in Vancouver, Canada on June 5th. All In is co-authored with Chris Coulter from GlobeScan and Mark Lee from SustainAbility. It examines what companies need to do in order to become leaders in sustainability. It draws on twenty years of the GlobeScan – SustainAbility Leaders Survey and extensive interviews with business leaders. Dan Hendrix, the chairman of Interface has written the foreword and Paul Polman has written an Afterword. David has also written a chapter for a new book: 'Managing Sustainable Business: An Executive Education Case and Textbook' edited by Professors Gilbert G. Lenssen and Craig Smith which was published in April.