

The Centre for Sustainability and Excellence Announces the Release of its President's new Book on Practical Sustainability Strategies

CHICAGO, Feb. 03 /CSRwire/ - The Centre for Sustainability (CSE) is proud to announce the release of the first book of its President and Founder, Nikos Avlonas, along with George Nassos, entitled "Practical Sustainability Strategies: How to Gain a Competitive Advantage." The book is published by John Wiley & Sons, Inc.

Following the global experience of the CSE's president at North America, Europe, Asia and Middle East, the book goes a step beyond all the theoretical solutions about sustainability and offers proven practical strategies that organizations can follow to develop and maintain a unique competitive advantage.

Book co-author Nikos Avlonas said that: "This book reflects my fifteen-year global professional experience on four continents during which I worked with numerous organizations and Fortune 500 companies. This contributed towards creating practical strategies with a positive impact on both company performance and on society and the environment as a whole."

Joseph Maguire, President, Society of Environmentally Responsible Facilities, said that "Nikos Avlonas is a global leader in developing and implementing sustainability strategies for organizations--including SERF. He has teamed with his colleague George Nassos to masterfully distill their decades of experience in to this powerful and useful work." Maguire adds "With an all-too-rare mix of accessible prose and hard data, these gentlemen have produced a work that belongs on the bookshelf of every corporate sustainability officer and concerned citizen of the world."

CSE being a leader on sustainability issues with experience on four continents and 28 countries as well as cooperation with an important network of global companies, including Global Reporting Initiative, UN Global Compact, Green America and My Climate is especially proud that this book serves a practical guide on how to set realistic goals and measure the progress toward achieving corporate and environmental sustainability. To achieve so, the authors have included case studies from their experiences and demonstrate how big companies have implemented in the past the strategies discussed in the book.

Nikos Avlonas and George Nassos will be officially presenting their book at DIRTT in Chicago on February 11, 2014 at 5 pm.

To view or purchase the book please visit <http://www.amazon.com/Practical-Sustainability-Strategies-Competitive-Advantage/dp/1118250443>

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