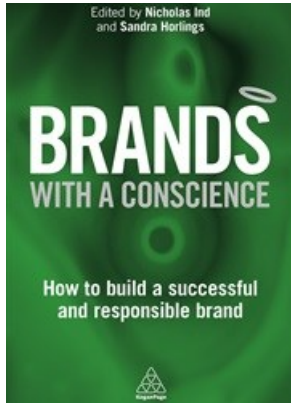


## New book on *Brands with a Conscience*

A new book, *Brands with a Conscience: How to build a successful and responsible brand*, authored by Nicholas Ind, an associate professor at Oslo School of Management and a partner in Equilibrium Consulting, and Sandra Horlings, founder of Wonderwings and a branding and marketing consultant specialising in sustainable business development in a circular economy, is now available.



The business world is in the midst of two evolutions – technology and the planet. The evolution of technology means that being the biggest no longer means being the best and even the smallest businesses can develop a global reach and have an impact on the bottom line of multinational corporations.

The evolution of the planet is evidenced in the acidification of the oceans, increasing annual droughts and the fact that 30,000 species are thought to go extinct every year – roughly three per hour. With these two evolutions in mind, an ever-growing number of consumers are turning to brands that take a more conscientious, ethical approach to business.

The book shows how brands and businesses can behave ethically and achieve impressive business success. Through inspiring and provocative case studies from around the world, looking at companies such as Adidas, H&M and Tata Steel, the authors develop an easy-to-adopt framework on how to engage consumers and enhance brand reputation in a conscientious way. Compiled by a range of expert contributors spanning a broad array of industries, it is the definitive expert guide to ethical brand practice.

For more information, [click here](#).

For more, visit: <https://www.bizcommunity.com>