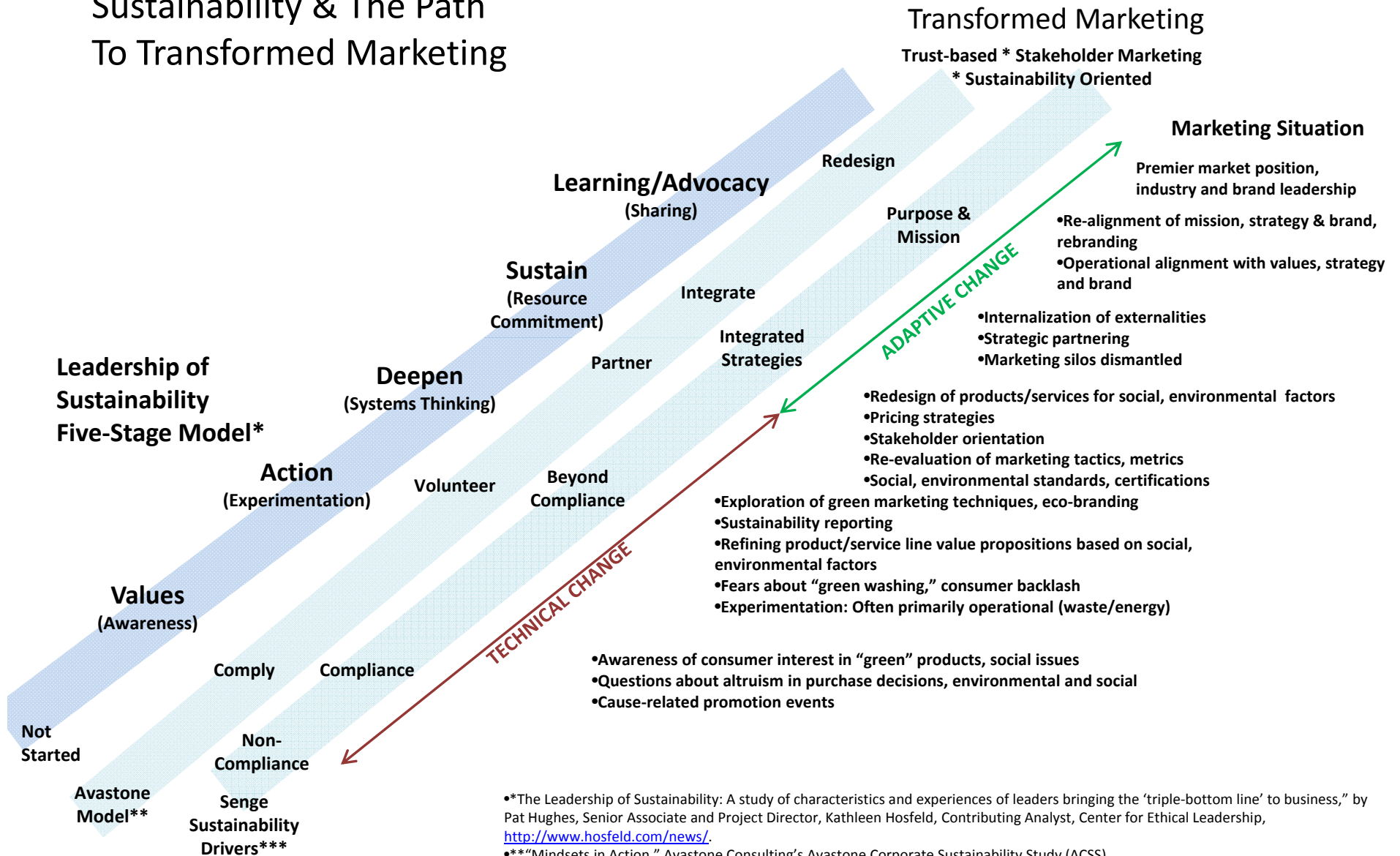


# Sustainability & The Path To Transformed Marketing



\*The Leadership of Sustainability: A study of characteristics and experiences of leaders bringing the 'triple-bottom line' to business," by Pat Hughes, Senior Associate and Project Director, Kathleen Hosfeld, Contributing Analyst, Center for Ethical Leadership, <http://www.hosfeld.com/news/>.

\*\*"Mindsets in Action," Avastone Consulting's Avastone Corporate Sustainability Study (ACSS).

\*\*\*Peter Senge, Five Stages of Emerging Drivers, The Necessary Revolution: How Individuals and Organizations Are Working Together to Create a Sustainable World."