

SDGs IN ACTION

The background of the cover features a vibrant sunset over a city skyline, with the sun low on the horizon casting a golden glow. In the foreground, the silhouettes of five business professionals—three men and two women—are standing on a waterfront promenade, looking out at the city. The buildings are reflected in the water, and the overall atmosphere is one of professional ambition and global connectivity.

THE ROLE OF BUSINESS MANAGEMENT
IN ACHIEVING GLOBAL GOALS

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**SDGs IN ACTION: THE ROLE OF
BUSINESS MANAGEMENT IN ACHIEVING
GLOBAL GOALS**

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PREFACE

This book titled, “SDGs in action: the role of business management in achieving global goals” talks about the sustainable development goals and its association with business management. Business management studies are truly important in today’s economic scenario. Moreover, the sustainable development goals as set by the United Nations are important to save our planet earth from a lot of devastating aspects. Business management deals with diverse areas, such as economics, finance, marketing, operations, psychology, and sociology. Sustainability needs to be incorporated in all aspects of business management. In today’s fast-paced global mindset, the managers have to do more than just make simple business, they need to link their business with the SDGs.

The book talks about the 17 SDGs, linking different aspects of management with the various sustainable development goals. In order to make our Earth a comfortable place to live, it is necessary that we give the SDGs their due recognition, not just in words but in practice.

This book associates the goal of UN related to sustainability with varied practical aspects to broaden our vision and increase our awareness on sustainability.

Editor

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Editor

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