



Corporate Water Strategies

William Sarni

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In the past businesses have viewed water as a minimal operational cost and not a strategic issue. However, water has now emerged as a critical issue for both corporations and the public sector in response to increased water demand, climatic risks and potentially negative impacts on brand value.

This innovative book provides up-to-date information on global water issues and describes how companies can not only address these challenges but also implement high value global water strategies. It shows:

- why water is a critical business issue for companies which now face water risk to their operations and brands
- how new concepts such as embedded water and virtual water are forcing companies to think differently about how they use water to manufacture products
- that companies need to develop a corporate water strategy to manage it as a key business issue and capture the real value of water
- how companies can develop partnerships with non-governmental organizations to implement water strategies.

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