

A WRIGLEY SERIES LECTURE

# THE BUSINESS STRATEGY OF CLIMATE CHANGE

Presented by the Wrigley Lecture Series on Sustainability, Co-Hosted by the W.P. Carey School of Business  
and the National Center of Excellence on SMART Innovations



In this talk, Professor Hoffman will discuss the business implications of climate change: why and how companies should be paying attention to the issue. In a nutshell, climate change should be regarded as a market shift, one that will create winners and losers. In fact, business executives can be completely agnostic on the science of the issue and still see it as one of business concern. Professor Hoffman will present the results of several studies that look into the strategies companies are using to address this issue and attempt to integrate it into their business strategy.

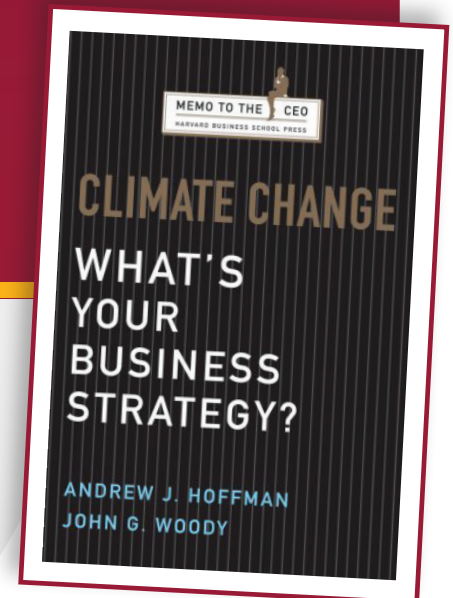
## • Andrew J. Hoffman

Holcim (US) Professor,  
Sustainable Enterprise at the University of Michigan  
Associate Director,  
Erb Institute for Global Sustainable Enterprise

Thursday, March 19th, 2009 | 1:30 pm

Global Institute of Sustainability, Room 101  
Arizona State University, Tempe Campus

Parking in the Fulton Center Parking Structure (\$3/hr)



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For more information, call (480) 965-2975 or go to <http://sustainability.asu.edu>.