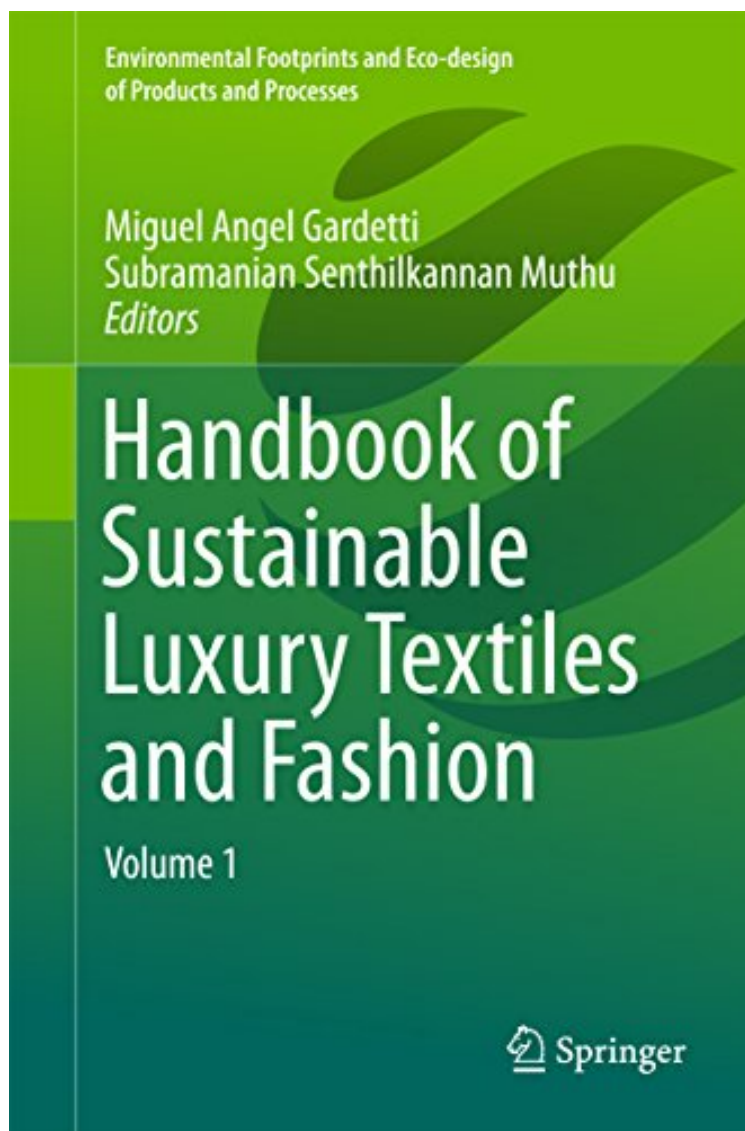


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From the Back Cover
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About the Author
Miguel Angel Gardetti Ph.D. He has been the head of the Center for Study of Corporate Sustainability (IESC) since its foundation in 2002, and he also holds the same position at the Center for Study of Sustainable Luxury. He is head professor in MBA and masters' programs both in Argentina and abroad. He has provided training within frameworks of executive education and in house programmes to CEOs and Corporate Managers both from domestic and multinational companies in Argentina and Latin America. As to Luxury and Sustainability topics, he lectured at the IE Business School (Madrid, Spain), one of the top Business Schools in Europe. Moreover, he was a speaker in Identidad Uruguay, an event organised by the Universidad de Empresa (Montevideo), with a lecture on Fashion, Luxury, and Sustainability. He was the creator of the Best Performance in Sustainable Luxury in Latin America Award (at present evolving towards the IE Award for Sustainability in The Premium and Luxury Sectors at a global level). He developed also several publications in the area of sustainable luxury: the Journal of Corporate Citizenship special issue on "sustainable luxury"; and the books titled "Sustainable Luxury - Managing Social and Environmental Performance in Iconic Brands"; and "Sustainable Luxury and Social Entrepreneurship - Stories from the Pioneers". He was a member of the United Nations Global Compact Promoting Group in Argentina and a member of its governance body - the Board of the Argentine Chapter of The Global Compact - for two consecutive terms. He was co-founder of the Global Compact Chair in Argentina, and he was also part of the task force that developed the "Management Responsible Education Principles" of the United Nations Global Compact. He has also coordinated tasks for the Inter-American Development Bank, the International Finance Corporation (private sector arm of the World Bank), the Netherlands Development Organisation, the United Nations (New York), and the World Resources Institute (USA.)