

Clan and Tribal Perspectives on Social, Economic and Environmental Sustainability

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Clan and Tribal Perspectives on Social, Economic and Environmental Sustainability: Indigenous Stories from Around the Globe

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INVESTOR IN PEOPLE

To Adela McMurray for inspiring and supporting the creation of this book every step of the way and to my wife Paige for her support in stressful times.

–James

To my parents and children, with love for all of time.

–Adela

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Wiradjuri	Australia	12
Yolju	Australia	4
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Preface

Organizational stakeholders increasingly seek products and services that are produced and distributed in ways that balance the Triple Bottom Line of economic, social, and environmental sustainability. Definitions and expectations for sustainability, however, have often been dominated by non-Indigenous perspectives. This book gives voice to the ways sustainability has been enacted by cultures and communities that pre-date modern civilization by hundreds and sometimes thousands of years.

The book includes hands-on case studies on sustainability from a variety of clans and tribes, industry sectors, and global regions. The chapters explore five interdisciplinary themes relating sustainability to civilizations, entrepreneurship, leadership, politics and public policy, and health and well-being.

The book is a valuable resource for educators and students in business, environmental studies, race and ethnic studies, and interdisciplinary courses. It will help them see global issues through new lenses. Industry professionals will see in overlaps between tribal and clan perspectives and best practices in fields such as human resource management and entrepreneurship. For example, in their book *The Startup Community Way*, Feld and Hathaway (2020, p. 18) describe Startup Communities using terms such as putting startup founders first, giving before you get, having an intense love of place, recycling resources back for the next generation, and organizing through networks of trust, not hierarchies. Readers will see that the focus on relationships has always been a vital part of sustainability in tribes and clans. We thank the members of those groups for sharing their knowledge with us.

Reference

Feld, B., & Hathaway, I. (2020). *The startup community way: Evolving an entrepreneurial ecosystem* (1st ed.). New York, NY: Wiley.

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