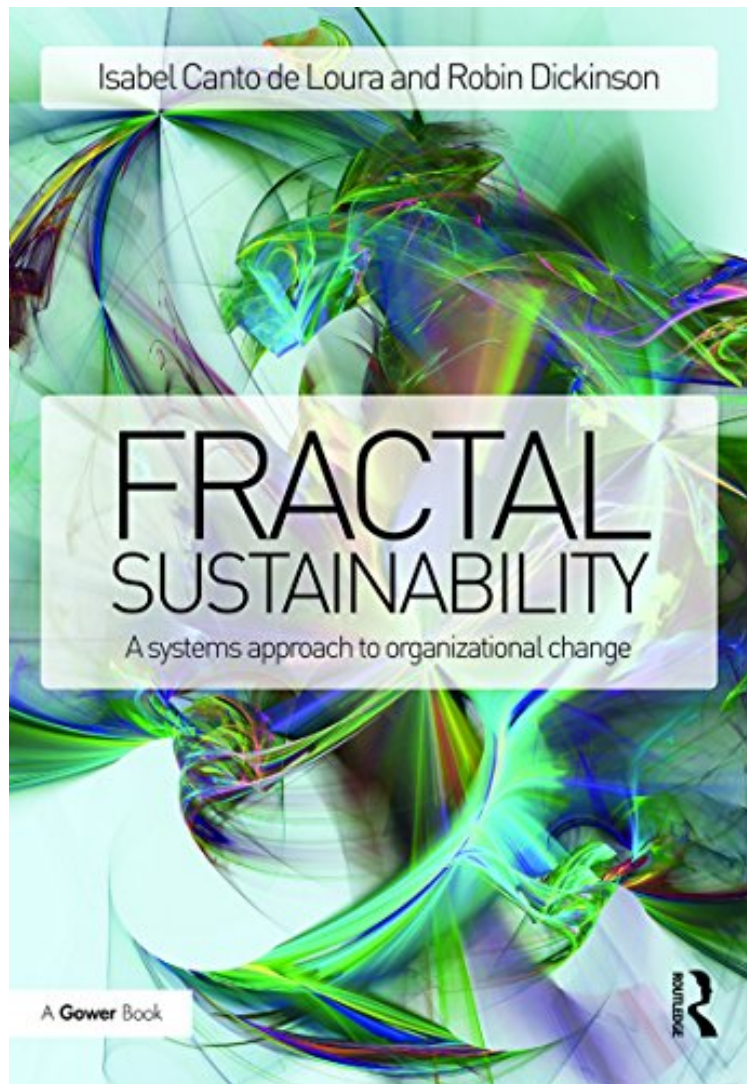


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## Fractal Sustainability: A systems approach to organizational change

*Isabel Canto de Loura, Robin Dickinson*  
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**Isabel Canto de Loura, Robin Dickinson : Fractal Sustainability: A systems approach to organizational change** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fractal Sustainability: A systems approach to organizational change:

Even though the fractal approach to sustainability and organizational change management is not new, no authors so far seem to have truly attempted to use fractals as a mathematical means to map and measure organizational sustainability. Several sustainability maturity models and change management models and frameworks, concepts and computer generated systems came to the fore during the past two decades. They provided a set of useful tools for managers,

academics and students to refer to, or on which to base their own actions and plans. However, one issue remains: most of those models and frameworks share a rather similar linear 'skeleton'; the main difference between them is the quantitative variety of steps within each phase, stage, and parameter and how in depth each of these is presented. The authors' work addresses a clear gap in the literature and in applied research, as it emphasizes the relevance of using a complex mathematically-based but user-friendly fractal approach. Readers are able to better understand, implement, map and measure change management processes leading to a sustainability-focused mindset. Subsequent chapters guide you through the steps towards creating committed sustainability-based strategies, attitudes, actions and practices across all levels in the broad organizational context. This text is essential reading for students researching business and management and who are interested in the Fractal Sustainability concept.

About the Author Isabel Canto de Loura is a Senior Lecturer in Sustainability at Regent's University London and Director of Stellaria Consultancy Executive Training Ltd, UK. Robin Dickinson is a Lecturer at Regent's University London and Director of Green Growth International Ltd, UK.