

36 Tomorrow's C-Suite Agenda

[Get access >](#)

John Elkington, Charmian Love

<https://doi.org/10.1093/oxfordhb/9780199584451.003.0036> Pages 639–646**Published:** 02 January 2012

Abstract

This article investigates how different members of the C-Suite consider the trends presented. It uses the metaphor of poker. It examines the roles of Chief Financial Officers (CFOs), Chief Investment Officers (CIOs) and Chief Accounting Officers (CAOs); Chief Operating Officers (COOs), and Chief Procurement Officers (CPOs); Chief Legal Officers (CLOs), Chief Responsibility Officers (CROs), and Chief Sustainability Officers (CSOs). Anyone who has tried to engage Boards and C-Suites on environmental, sustainability and related issues in recent decades knows that this has been a hard sell. Business issues that were once the preserve of specialist magazines and newsletters and then exploded out into the business innovation media, are now routinely surfacing in the mainstream management media.

Keywords: [capitalism](#), [C-Suite](#), [Chief Executive Officers](#), [Chief Financial Officers](#), [Chief Investment Officers](#), [Chief Accounting Officers](#), [Chief Operating Officers](#), [Chief Procurement Officers](#), [Chief Legal Officers](#), [Chief Responsibility Officers](#)

Subject: [Business Strategy](#), [Organizational Theory and Behaviour](#), [Business and Management](#)

Series: [Oxford Handbooks](#)

Collection: [Oxford Handbooks Online](#)

You do not currently have access to this chapter.


Sign in

[Get help with access](#)

Personal account

- Sign in with email/username & password

Institutional access

 Sign in through your institution

- Get email alerts
- Save searches
- Purchase content
- Activate your purchase/trial code
- Add your ORCID iD

[Sign in >](#)

[Register](#)

[Sign in through your institution](#)

[Sign in with a library card](#)

[Sign in with username/password](#)

[Recommend to your librarian](#)

Institutional account management

[Sign in as administrator](#)

Purchase

Our books are available by subscription or purchase to libraries and institutions.

[Purchasing information](#)