

36 Tomorrow's C-Suite Agenda

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John Elkington, Charmian Love

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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](#)

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