



Sustainability: Duty or Opportunity for Business? (Hardback)

By Michael Norton

Taylor Francis Ltd, United Kingdom, 2012. Hardback. Book Condition: New. 236 x 156 mm. Language: English . Brand New Book. Businesses are nowadays expected to act sustainably; it is also in both society's and the company's own interest if opportunities to develop more sustainable products or services can be fully grasped. Leading international companies may already be moving in this direction, but many (especially smaller companies) are often held back by a lack of personnel or know how. This book has been written to overcome this deficit by providing a convenient one-stop-shop where readers (whether they be business staff, university or business school students) can understand personally what the sustainability issue is about, and appreciate the many areas where companies can respond to the challenge of a more sustainable world. Based on a successful Green Management of Technology Masters introduced in Japan in 2008, this book explains in non-specialist language why current economic systems under which firms operate do not lead to sustainable outcomes, provides the background to the evolution of concerns over sustainability, and also provides sufficient understanding of key environmental and social issues to support informed debate, encouraging readers to consider working for a more sustainable...



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