

Multidisciplinary Approaches to Green Creativity, Eco-Innovation, and Collaboration

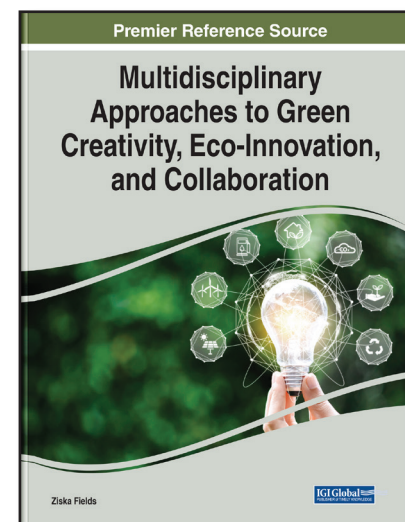
Part of the Advances in Environmental Engineering and Green Technologies Book Series

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Description:

Creativity must be turned into innovation that adds value and leads to strategic action. Innovation is often associated with Silicon Valley, expensive research and development departments, and expensive commercialization that primarily benefits a small portion of the world's population. A small portion of the world's population working together to solve wicked green problems is not enough either. Green creativity and eco-innovation are necessary to help solve green problems by making products and services available and affordable to the masses.

Multidisciplinary Approaches to Green Creativity, Eco-Innovation, and Collaboration focuses on the importance of green creativity, eco-innovation, and collaboration to create a more sustainable world. It builds on the available literature and joint expertise in the field of management while providing further research opportunities in this dynamic field. Covering topics such as eco-leadership, green marketing, and social responsibility communication, this premier reference source is a comprehensive and timely resource for government officials, decision makers, business leaders and executives, students and educators of higher education, librarians, researchers, and academicians.



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