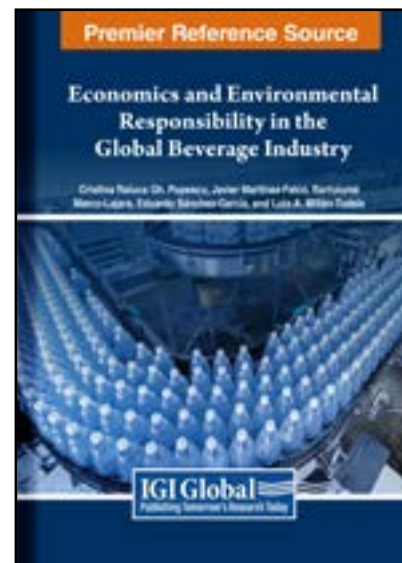


Economics and Environmental Responsibility in the Global Beverage Industry

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

As the world grapples with the pressing issue of natural resource depletion, the global beverage industry finds itself at a crossroads, thrust into the spotlight as a significant contributor to environmental challenges. The dire consequences of climate change and resource exhaustion necessitate a fundamental shift in the industry's practices. The alarming increase in plastic waste, water consumption, and carbon emissions associated with beverage production and distribution has prompted a profound reassessment of its impact on the planet. In this context of environmental urgency, **Economics and Environmental Responsibility in the Global Beverage Industry** dissects the challenges faced by the industry and offers viable solutions to steer it toward a more sustainable and responsible future.

At its core, this book addresses the greatest challenges of the industry, navigating through the intersections of economic imperatives and environmental responsibility within the global beverage sector. Its primary objective is to provide an understanding of the issues confronting the industry, fueling critical study, reflection, and critique. By delving into the triple dimensions of economic, social, and environmental sustainability, the book aims to empower academics and industry practitioners alike with the knowledge needed to effect transformative change. Beyond being an academic exercise, it stands as a rallying call for a collective commitment to reshape the industry's trajectory.

Designed for a diverse readership, encompassing academicians, students, policymakers, and quality/environment managers, the book transcends disciplinary boundaries. It serves as a guide for undergraduate and master's business students seeking to grapple with the real-world implications of sustainability in the beverage industry. As a comprehensive resource, it explores an array of topics, from sustainability and food tourism to beverage economics, marketing, consumer behavior, circular economy, green innovation, reverse logistics, and green supply-chain management. **Economics and Environmental Responsibility in the Global Beverage Industry** positions itself as a critical guide for those seeking to navigate the depths of the industry's environmental challenges and chart a course toward a more sustainable future.

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- Beverage Marketing
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- Circular Economy
- Consumer Behavior
- Efficient Product Return and Recycling Processes
- Food Tourism
- Green Innovation
- Green Supply-Chain Management
- Reverse Logistics
- Sustainability
- Sustainable Resource Use and Waste Reduction

Subject: Business & Management

Classification: Edited Reference

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(Research Recommended)

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