

Green Initiatives for Business Sustainability and Value Creation

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

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Description:

Sustainability has become an unavoidable topic in modern society. In order for sustainable development to be fully achieved, it must be integrated into the planning and measurement systems of business enterprises.

Green Initiatives for Business Sustainability and Value Creation is an essential reference source including the most recent scholarly research on the development and application of green business models for contemporary organizations, with a focus on possible contexts and constructs of closed loop supply chain management. Featuring extensive coverage on topics such as consumption behavior, political economy, and structural modeling, this book is ideally designed for academicians, researchers, and professionals seeking current research on the importance of strategic green business practices.



ISBN: 9781522526629

Release Date: July, 2017

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Pages: 274

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