

# Handbook of Research on Creating Sustainable Value in the Global Economy

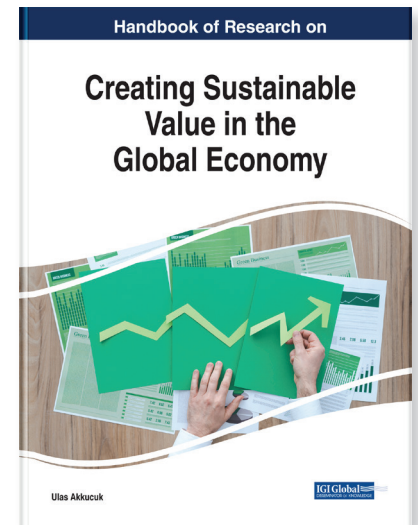
Part of the Advances in Finance, Accounting, and Economics Book Series

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## Description:

During the first decade of the 21st century, the world has witnessed a plethora of corporate scandals, global economic crises, and rising environmental concerns. As a result of these developments, pressure has been mounting on businesses to pay more attention to the environmental and resource consequences of the products they produce and services they deliver.

The **Handbook of Research on Creating Sustainable Value in the Global Economy** contains a collection of pioneering research on the integration of issues of sustainability within the traditional areas of management. While highlighting topics including green marketing, circular economy, and sustainable business, this book is ideally designed for managers, executives, environmentalists, economists, business professionals, researchers, academicians, and students in disciplines including marketing, economics, finance, operations management, communication science, and information technology.



**ISBN:** 9781799811961

**Release Date:** November, 2019

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**Pages:** 350

## Topics Covered:

- Circular Economy
- Clean Energy
- Economic Recovery
- Ethics in Management
- Green Marketing
- Renewable Resources
- Smart Technology
- Sustainability
- Sustainable Business
- Waste Management

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