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Strategic Sustainable Business (Paperback)

By Jonathan H Westover Ph D

HCI Press, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Strategic Sustainable Business provides readers with a broad overview of the core concepts of sustainability and sustainable business practice. It is intended for use in undergraduate business courses and will also be of interest to students in environmental studies, engineering, urban planning, and government. This book is not meant to exhort all business people on the path to sustainability enlightenment but to highlight some of the benefits, opportunities, and challenges associated with sustainable business practices. What distinguishes this book is that it provides a conceptual foundation to promote understanding of sustainability concepts and frameworks and also discusses real-world business examples of sustainability in action. It is believed that this is the best way to teach sustainability as it applies to the business world-a conceptual foundation with practical application. Sustainable business involves businesses operating with interest and concern for their long-term economic, environmental, and social impact. For-profit businesses focus first and foremost on their own economic bottom line, oftentimes, with a short-term perspective. However, with a sustainability perspective, businesses also consider a longer-term and broader triple bottom line that takes into account not only company...



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