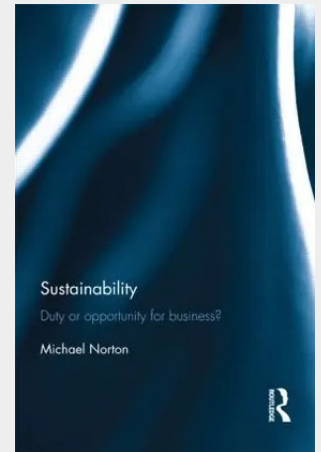


Sustainability

Duty or Opportunity for Business?

Businesses are nowadays expected to act sustainably; it is also in both society's and the company's own interest if opportunities to develop more sustainable products or services can be fully grasped. Leading international companies may already be moving in this direction, but many (especially smaller companies) are often held back by a lack of personnel or know how. This book has been written to overcome this deficit by providing a convenient 'one-stop-shop' where readers (whether they be business staff, university or business school students) can understand personally what the sustainability issue is about, and appreciate the many areas where companies can respond to the challenge of a more sustainable world. Based on a successful 'Green' Management of Technology Masters introduced in Japan in 2008, this book explains in non-specialist language why current economic systems under which firms operate do not lead to sustainable outcomes, provides the background to the evolution of concerns over sustainability, and also provides sufficient understanding of key environmental and social issues to support informed debate, encouraging readers to consider working for a more sustainable organisation and society. Focusing on the implications of sustainability for business, the book provides an overview of both the internal business issues raised by concerns over sustainability, and the many external opportunities which exist for innovation and development of new products and services which can contribute to both company viability and a sustainable future for society. It can either be used as a basis for self-study and learning, or as a textbook to support a course in an MBA, MOT or similar business-oriented course. It includes educational feedback from the course students (mostly working in local businesses), which may encourage readers to explore the interactions between sustainability and business, and help teachers planning and implementing similar courses. It also blends together case studies from both UK and Japan providing a genuinely trans-national perspective.



155,50 €

145,33 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780415529334

Medium: Buch

ISBN: 978-0-415-52933-4

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 07.06.2012

Sprache(n): Englisch

Auflage: 1. Auflage 2012

Produktform: Gebunden

Gewicht: 540 g

Seiten: 264

Format (B x H): 240 x 160 mm

