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Nota di contenuto	Chapter 1: Why sustainable business model innovation? -- Chapter 2: The seven steps of the RESTART framework -- Chapter 3: RESTART: what, why, how and so what? -- Chapter 4: Roadmap to a RESTART -- Chapter 5: Redesign rather than standstill -- Chapter 6: Experimentation rather than turnaround -- Chapter 7: Service-logic rather than product-logic -- Chapter 8: The circular rather than the linear economy -- Chapter 9: Alliances rather than solo-runs -- Chapter 10: Results rather than indulgences -- Chapter 11: Three-dimensionality rather than one-dimensionality -- Chapter 12: RESTART before it is too late -- Chapter 13: A recap of the RESTART framework -- Chapter 14: A process model for sustainable business model innovation -- Chapter 15: Avenues for future research -- Chapter 16: Case study: A RESTART for Scanship -- Chapter 17: Case study: A circular business model for Orkla and BIR?.
Sommario/riassunto	Taking the business model as point of departure, this open access

book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both sustainable and profitable. Based upon years of research, it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions. After examining the theoretical foundations of sustainable business model innovation, the authors present their own framework – RESTART. Consisting of seven factors, this framework can be the basis for restarting any business model. The final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book.
