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Titolo	Progressive Business Models [[electronic resource]] : Creating Sustainable and Pro-Social Enterprise // edited by Eleanor O'Higgins, László Zsolnai
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Preface -- Part I Introduction -- 1. What is Progressive Business? (Eleanor O'Higgins and Laszlo Zsolnai) -- Part II Progressive Business Cases.-2. Banking on Values – Triodos Bank (Nel Hofstra and Luit Kloosterman) -- 3. The Power of Tradition – Béres Pharmaceuticals (András Ócsai and Zsolt Boda) -- 4. Coffee Making as Art – Illycafé (Antonio Tencati) -- 5. Staff Inclusion – DKV Integralia (Marc Vilanova and Silvia Agulló) -- 6. Economy for the Common Good – Sonnentor (Michael Muller-Camen and Jutta Camen) -- 7. The Business of Recycling – Armor (Benedicte Faivre-Tavignot) -- 8. Clean Energy – Lumituuli (Mikko Jalas and Jukka Mäkinen) -- 9. The Ethos of Partnership – John Lewis Partnership (Eleanor O'Higgins) -- 10. The

Danish Model of Corporate Citizenship – The Novo Group (Jacob Dahl Rendtorff) -- 11. Responsible Hospitality – Carlson Rezidor (Knut J. Ims and Kjell Grønhaug).-12. Sustainable Living – Unilever (Patrick E. Murphy and Caitlin E. Murphy) -- Part III Conclusions -- 13. Future of Business (Eleanor O’Higgins and Laszlo Zsolnai).

Sommario/riassunto

This book presents and analyses exemplary cases of progressive business, understood as ecologically sustainable, future-respecting and pro-social enterprise. The authors present a number of companies following progressive business practices from a range of industries including ethical and sustainable banking, artisan coffee production and distribution, pharmaceutical products, clean technology, governance in retailing, responsible hospitality and consumer goods. With case studies from around Europe such as Tridos Bank in The Netherlands, Béres Co. in Hungary, Novo Nordisk in Denmark, Lumituuli in Finland, John Lewis in the UK and Illy Café from Italy, these progressive companies have global reach and an international impact. The collected cases aim to show the best to be expected from business in the 21st century in a structured accessible way, suitable for any readers interested in innovative ways of creating forward-looking sustainable business.
