

1. Record Nr.	UNINA9910337795703321
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Titolo	Circular Entrepreneurship : Creating Responsible Enterprise // by Antonella Zucchella, Sabine Urban
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783030189990 3030189996
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (234 pages)
Disciplina	658.421 658.408
Soggetti	Management Business ethics Business Ethics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 From Circular Principles to Circular Entrepreneurship -- Chapter 2 Circular Entrepreneurship: Triggers and Backgrounds to Value Creation -- Chapter 3 Value Propositions and Business Models for Circular Entrepreneurship -- Chapter 4 Entrepreneurship in Action: The Born Circular Firms -- Chapter 5 The Transition of Existing Businesses Towards the Circular Economy: Circular Corporate Entrepreneurship -- Chapter 6 The Growth of Circular Entrepreneurship.
Sommario/riassunto	This original book explores how the principles of circularity, considered a law of nature but neglected within the materialistic orientation of the industrial age, are becoming attractive again in business and society. Investigation reveals enterprises small and large delivering a stimulating message, from changes in entrepreneurial mindsets to the inclusive use of new technologies and a push for innovation. Zucchella and Urban explore the novel concept of circular enterprise, showing how, with their capacity to innovate, these firms are becoming the most powerful actors of a new, sustainable social order. They examine two fundamental questions: why is this revolution occurring now, and how

is it being implemented? Focusing on the most innovative practices, they demonstrate the potential of circular enterprise for industry and wider society, making clear that a new world is emerging.
