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Sommario/riassunto

Fundamentals of Sustainable Business begins by briefly describing the legacy of environmental and social problems that have arisen as a result of conventional business practices, and then details the coalescence of a broad-based contemporary movement that has been called "The Next Industrial Revolution". Combining the long-term interests of business, community, and the natural world, the resulting sustainable business reformation is unlike any previous human endeavor. The book deftly synthesizes a diverse collection of movement components, including some original concepts, and provides a sin
