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Sommario/riassunto	There is abundant evidence that RME is (so far) a largely unfulfilled promise. While business schools have been active in adding organizational ""bells and whistles"" (dedicated courses, institutes/centres), the core of their research and teaching activities still appears largely immune to the challenge of addressing societal concerns more broadly (Hommel, Painter-Morland, & Wang, 2012). The purpose of this e-book is to analyse the barriers preventing RME from creating a more visible imprint on management education and to

identify ways of overcoming them. To some extent, it turns the existing
