

1. Record Nr.	UNINA9910462408403321
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Titolo	Sustainability : duty or opportunity for business? // Michael Norton
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2012
ISBN	1-280-77709-5 9786613687487 0-203-10999-6 1-136-27314-X
Descrizione fisica	1 online resource (265 p.)
Disciplina	658.4/083
Soggetti	Social responsibility of business Sustainable development Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Sustainability Duty or opportunity for business?; Copyright; Contents; List of Figures; List of Tables; The purpose of this textbook; 1 Business and sustainability: Background issues; 2 Sustainability foundations; 3 Applying sustainability thinking in business; Notes; References; Index
Sommario/riassunto	Businesses are expected to act sustainably; it is also in both societal and their interests if businesses seek and grasp opportunities to develop more sustainable products or services. Leading international companies may already be moving in this direction, but many (especially smaller companies) are often held back by a lack of personnel or know how. This book has been written to overcome this deficit by providing a convenient 'one-stop-shop' where readers (whether they be business staff, university or business school student) can understand personally what the sustainability issue is about