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Sommario/riassunto	Environmental protection has increasingly become a business issue at both the strategic and operational level for businesses of all sizes and across all continents. Greening Business is a comprehensive and highly contemporary analysis of the business/natural environment interface.

Supported by numerous examples of current environmental practices in industry and commerce, the book examines why, when, and how businesses have responded to the growing pressures from governments, citizens, and other stakeholders to improve on their environmental performance. Focusing on the firm as the primary unit
