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Autore	Visser Wayne
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Sommario/riassunto	"In January 2010, author, academic and social entrepreneur Dr Wayne Visser set off on a nine-month, 20-country "quest" to talk to entrepreneurs, business leaders and innovators and learn about how companies in all parts of the world can and are helping to tackle the world's most pressing social and environmental problems. His aim was to explore the many varieties of global approaches to sustainable business practices first-hand and to share some of the most innovative global examples. The result is this treasure trove of a book, full of stories, ideas, links to more than 100 video interviews, best practices and tools for making sustainable business work in a myriad of different contexts, cultures and settings. Besides sharing insights from his 2010 "CSR Quest World Tour", the author captures his professional experiences and the evolution of sustainable business over the past 20 years. The path begins in Africa and winds its way through Asia, North America, Europe, Australasia and Latin America. The author shares what he has learned in encounters with mega-corporations and small farmers, and conversations with CEOs and social entrepreneurs. There

are facts and figures about world trends, and interviews with thought leaders and activists. This is a tale that consciously weaves the personal and the professional, mixing anecdotes and case studies. It looks outwards and reflects inwards, and is both autobiography and the life story of a global movement."--Provided by publisher.

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