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Sommario/riassunto

The purpose of this study is to demonstrate the necessity and implementation of sustainable development in business. Thereby, the study focuses on the food and beverage industry, and uses the examples of Nestle SA and Kraft Foods Inc. First, the literature review builds the theoretical framework of sustainable development. On the basis of secondary data, the drivers for sustainability, the triple bottom line approach, the shareholder theory, the stakeholder theory, and the stakeholder groups are examined. The case study methodology that relies on public company resources is used to analyse
