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Nota di contenuto	Contributors -- Section I. Changing context of the global forest sector -- Understanding and Managing Change in a Global Forest Sector -- The Impact of Globalization on Forest Users : Trends and Opportunities -- Section II. Changes in product categories and individual markets -- Markets and Market Forces for Lumber -- Markets and Market Forces for Secondary Wood Products -- Markets and Market Forces for Pulp and Paper Products -- New Products and Product Categories in the Forest Sector -- The Chinese Era -- Russia in the Global Forest Sector -- Section III. The forest sector within an environmental paradigm -- Environmental Activism and the Global Forest Sector -- Implementing Sustainability in the Forestry Sector : Toward the Convergence of Public and Private Forest Policy -- Green Building and the Forest Sector -- An Assessment of Global Wood-based Bioenergy -- Section IV. Capability development and strategic imperatives for the forest sector -- The Current and Future Role of Information Technology in the Forest Sector -- Cross-cultural Sales, Marketing, and Management Issues in the Global Forest Sector -- Corporate Social Responsibility in the Global Forest Sector -- Innovation in the Global Forest Sector -- Strategic Orientations in the Global Forest Sector -- Section V. Bringing it all

together -- What Now, Mr. Jones? : Some Thoughts about Today's Forest Sector and Tomorrow's Great Leap Forwards.

Sommario/riassunto

This book covers a wide array of topics that have relevance to the global forest products. This managerial view, based on up-to-date scientific research is a very important tool for forming the big picture of the current and future state of the global forest industry. This is the first book of its kind written by a global network of leaders in the field of forest products, marketing, and business development in the forest products sector in academia and industry--
