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Sommario/riassunto

Today greenness is goodness; non-greenness is not an option. It is therefore critical to advance thinking on why and how business, consumers and policy makers can contribute to the goal of sustainable global wealth creation. This volume analyzes the strategic sustainability issues confronting contemporary business, and explores the transformation in values, strategies, and practices needed by modern businesses to attain sustainable business. It is developed from a Global Business Symposium organized by the Centre for International Business and Management (CIBAM) at Cambridge University i
