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Titolo	Practical sustainability strategies : how to gain a competitive advantage // Nikos Avlonas, George P. Nassos
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ISBN	1-118-78737-4 1-118-78747-1 1-118-78749-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (323 p.)
Altri autori (Persone)	NassosGeorge P
Disciplina	658.4/083
Soggetti	Business enterprises - Environmental aspects Industrial management - Environmental aspects Sustainable development Social responsibility of business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Urgency to adopt sustainability -- Development of sustainability concept and CSR -- The C.E.R.E.S. and other principles -- The natural step -- Eco-effective vs. eco-efficient: sustainability vs. being "less bad" -- Extended product responsibility and "servicizing" -- Systems thinking leads to "tunneling through the cost barrier" -- Environmental innovation through biomimicry -- Base of the pyramid -- Sustaining fisheries -- Green buildings -- Green chemistry, nanotechnology and big hairy audacious goal -- Sustainability and beyond -- Standards and guidelines for managing sustainability -- The corporation and its stakeholders -- Sustainability reporting -- Metrics for sustainability -- Life cycle analysis and carbon footprint -- Water footprint -- Green marketing, communication and green washing -- Epilogue : where do we go now?
Sommario/riassunto	Strategies for Implementing Sustainable Development in Businesses provides more than ten sustainable strategies and tools that can be implemented by organizations to improve their competitive business

advantage, while also providing a positive impact to the community and workplace. This vital book for R&D chemists and engineers and process designers provides economic justification of sustainability with examples. Case studies based on the authors' vast experience with many leading companies illustrate each sustainable strategy.
