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Sommario/riassunto	Businesses are expected to act sustainably; it is also in both societal and their interests if businesses seek and grasp opportunities to develop more sustainable products or services. Leading international companies may already be moving in this direction, but many (especially smaller companies) are often held back by a lack of personnel or know how. This book has been written to overcome this deficit by providing a convenient 'one-stop-shop' where readers (whether they be business staff, university or business school student) can understand personally what the sustainability issue is about