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Nota di contenuto	Cover -- Half Title -- Title -- Copyright -- Dedication -- Contents -- Foreword -- Acknowledgements -- Sustainable luxury: Stories from the pioneers -- Stories from the social pioneers in the sustainable luxury sector: A conceptual vision -- 1 Elvis & Kresse, UK -- 2 The IOU Project, Spain -- 3 Aïny Savoirs des Peuples, France -- 4 Pachacuti, UK -- 5 We Are Knitters, Spain -- 6 Positive Luxury, UK -- 7 Bottletop, UK -- 8 Big Blue Bike, USA -- 9 Estancia Peuma Hue, Argentina -- About the editors.
Sommario/riassunto	These social entrepreneurs highlight the relationship between personal values and sustainability, entrepreneurship and innovation in developing and marketing luxury products. Their stories prove that luxury need not be a destructive force. Instead, this book opens a window on a world where entrepreneurial pioneers can change the rules of the game.