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	Nota di contenuto	Cover -- Contents -- Acknowledgments -- Preface -- Introduction: The Environmental Lens -- Part One. Preparing for a New World -- 1 Eco-Advantage -- 2 Natural Drivers of the Green Wave -- 3 Who's Behind the Green Wave? -- Part Two. Strategies for Building Eco-Advantage -- 4 Managing the Downside -- 5 Building the Upside -- Part Three. What WaveRiders Do -- 6 The Eco-Advantage Mindset -- 7 Eco-Tracking -- 8 Redesigning Your World -- 9 Inspiring an Eco-Advantage Culture -- Part Four. Putting It All Together -- 10 Why Environmental Initiatives Fail -- 11 Taking Action -- 12 Eco-Advantage Strategy -- Appendix 1: Additional Resources -- Appendix 2: Methodological Overview -- Appendix 3: Most Relevant Tools for Each Green-to-Gold Play -- Notes -- Index.

Sommario/riassunto   A must-read guide for business leaders who want to profit from the Green Revolution and avoid its many pitfalls.