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Autore	Gossen Maike
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Nota di contenuto	Frontmatter -- Editorial -- Contents -- Foreword -- Introduction -- Part A – Viewpoints on Sufficiency in Business -- Towards a Characterization of Sufficiency-Oriented Businesses -- A Taxonomy of Corporate Sufficiency Strategies -- The Future of Organizations -- Depths of Sufficiency in Business -- Sufficiency and the Logic of Care -- Part B – Experiences of Sufficiency in Business -- Sufficiency as a Core Building Block of Community-Supported Business Models -- Digging for Roots of Sufficiency in the Food Industry -- Cultures of Sufficiency in Food Businesses -- Social Media Communication for Sufficiency in Fashion -- Towards Sustainable Fashion -- The Paradox of Minimalism in the Field of Lifestyle Products -- Paving the Way towards Sufficiency in Mobility -- From Efficiency to Sufficiency in the ICT Sector -- Self-Restraint and Sufficiency of a Steel Processor -- Part C – Transformative Changes for Sufficiency on Political and Societal Levels -- (In)Compatibility of the Market with Sufficiency -- Limits of Sufficiency Strategies in Business Practices -- Policy-Making as a Crucial Element for Sufficiency on the Business Level -- Appendix -- Authors
Sommario/riassunto	Businesses want to be sustainable but how can they promote sufficiency? Sufficiency-oriented business models focus on creating sustainable value, promoting reduced resource consumption and

adjusting production volumes to planetary boundaries. The contributors to this volume present real-life examples of sufficiency-oriented companies across diverse industries. These experts share their insights on sufficiency strategies in business, barriers and opportunities discovered, and the impact on customer behavioural change. They address the far-reaching changes in business, society, and policy required for this paradigm shift and suggest future research directions.

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