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## Nota di contenuto

Geospatial analysis of the Sustainable Value Chain in the Textile sector of the United States -- Sustainable practices in the textile sector: Case study of the global value chain of the American economies -- Exploring eco-innovation performance in the textile industry: Case of two export-oriented Colombian firms -- Transformational and sustainable leadership in textile companies in Lima: a qualitative study -- Obstacles to innovation in textile SMEs in the Usaquen district of Bogota, Colombia -- Reverse Logistics: A view from green capitalism and circular economy in textile companies in Mexico -- Green marketing strategies in sustainable fashion business models -- Green marketing and its contribution to the competitiveness of the textile and apparel sector. Case study in Cali -- The green swan's theory and circular economy and its influence in regenerative capitalism -- Competitiveness of decent work of the us textile sector using a multivariable classification of the sdg 8 target 5: full employment and decent work -- Critical evaluation of successful strategies for sustainable manufacturing in the textile sector and their impact on the sustainable development goals: Case studies in Colombia.

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## Sommario/riassunto

Delving into the realms of sustainable practices in the textile industry, our book meticulously examines the intricate interplay between sustainability, stakeholders, and marketing. Readers will find a nuanced exploration of conceptual aspects, sustainable management practices, marketing dynamics, and the transformative impact of technology and artificial intelligence within this sector. Special attention is given to innovative methodologies and cutting-edge results, making this book particularly appealing to scholars, researchers, and professionals in business, marketing, and technology fields. The inclusion of illustrative materials, tables, and a pedagogical approach sets this work apart, offering readers a comprehensive and engaging learning experience. The unique features of this book, including its visually rich content and forward-looking insights, contribute to a distinct learning journey for the reader. Ultimately, the primary beneficiaries of this work are academics, researchers, and professionals seeking not only to understand the dynamics of sustainability in the textile industry but also to proactively shape its future through informed decision-making.

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