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Economy -- Chapter 7. The Principle of Reduce in Circular Economy: Simply Using Less? -- Chapter 8. The Principle of Reuse in Circular Economy: Trash Is Treasure -- Chapter 9. The Principle of Repair in Circular Economy: Extending the Lifespan of Products -- Chapter 10. The Principle of Refurbish in Circular Economy: Products Better Than New -- Chapter 11. The Principle of Remanufacture in Circular Economy: Same as New Product -- Chapter 12. The Principle of Recycling in Circular Economy: Transforming Waste -- Chapter 13. The Principle of Recovery in Circular Economy: Generating Energy -- Part II: Theoretical Perspectives on Circular Supply Chains -- Chapter 14. Circular Economy and Sustainable Supply Chain Management -- Chapter 15. Circular Procurement in Global Supply Chains -- Chapter 16. Circular Economy: Contested Definitions and an Evolving Concept -- Chapter 17. The Economic Geography of the Moral Supply Chain in a Circular Economy -- Part III: Practical Implementations of Circular Economy in Global Supply Chains -- Chapter 18. Life Cycle Sustainability Assessment as a Tool for Businesses in a Circular Economy: Business Examples from Egypt -- Chapter 19. Structural Framework Development for Smooth Circular Supply Chain Management Adoption -- Chapter 20. Value-Based Selling of Green Products: A Radical New Approach to Commercial Growth -- Chapter 21. Green and Collaborative Logistics in the U.S-Mexico Border: The Blue5PL Case -- Chapter 22. Creating the First Circular Value Ecosystem in Latin America: The Experience of a Multinational Brewery -- Chapter 23. Supporting Regional Transformation Through an Organisational Educational Network Consulting Approach: An Empirical Example Regarding the Implementation of a Regional Circular Economy -- Chapter 24. Replacing Cardboard-Based Boxes With a Circular Economy Solution in Austria: A Framework for Stakeholder Assessment and Impact Evaluation of Social, Ecological and Economic Factors.

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## Sommario/riassunto

Circularity is one of the most promising innovative business models for tackling the challenges posed by climate protection, resource conservation and biodiversity conservation. Circularity requires changed business structures; therefore, it is necessary to adapt existing approaches and reconcile economic and ecological interests. By focusing on the importance of horizontal integration and cross-company cooperation, this book offers valuable insights to help companies generate cross-industry synergy and symbiosis effects and secure competitive advantages along sustainable supply chains. The emphasis is on an expanded understanding of the various R principles, and on theoretical and practical application examples that help to prepare corporate business models for the ecological and social challenges of global supply chains. Given its scope, the book represents an indispensable guide for companies worldwide that want to contribute to sustainable development by adopting circular business models. It analyses the drivers and challenges of implementing these models and presents concepts and insights from pioneering companies in the circular economy, providing a global perspective for managers and researchers alike.

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