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Sommario/riassunto	In the past businesses have viewed water as a minimal operational cost and not a strategic issue. However, water has now emerged as a critical issue for both corporations and the public sector in response to

increased water demand, climatic risks and potentially negative impacts on brand value. This innovative book provides up to date information on global water issues and describes how companies can not only address these challenges but also implement high value global water strategies. It shows: Why water is a critical business issue for companies which now face water risk to their operations

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