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Sommario/riassunto

Building on the strategic foundations established in Volume 1, this volume moves into applied sustainability practices and innovations across business functions, including Human Resources, Marketing, Finance, and Technology. It examines key developments such as AI-driven sustainability solutions, blockchain for ethical supply chains, green finance mechanisms, and impact investing. Additionally, the book highlights emerging business models that prioritize sustainability, such as eco-entrepreneurship, smart urban solutions, and digital transformation for sustainability. Structured into three key sections—Sustainability in Business Functions, Innovative and Specialized Practices, and Addressing Challenges and Future Trends—this volume explores how businesses can harness sustainability as a driver of economic opportunity and competitive advantage. Topics such as climate risk management, corporate accountability, resilient supply chains, and sustainability-linked financial instruments are analyzed through AI-synthesized research and expert insights. Combining both theoretical underpinnings and practical applications, this work generated with the help of AI will serve as a primer to understanding sustainability's role in shaping global business strategies. Marco Tavanti is a Professor of Leadership and Sustainability at the University of San Francisco's Masagung Graduate School of Management. He directs the MIM program for Sustainable Business Management and leads the Sustainability in Management Education (SiME) Impact Area. With over 30 years of international sustainable development experience, he has contributed to the UN-PRME initiative and published over 100 works on sustainability and value leadership. He serves on the editorial board of the Journal of Management for Global Sustainability. Recently published books include Sustainability Beyond 2030: Trajectories and Priorities for Our Sustainable Future (2025), Sustainability Leadership: Theories, Paradigms, and Practices for Emerging Value-Leaders (2024), Sustainability Ethics: Common Good Values for a Better World, and Developing Sustainability in Organizations: A Values-Based Approach.

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