

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9911026033803321 |
| Autore | Ernst Dietmar |
| Titolo | Sustainable Business Management / / Dietmar Ernst, Ulrich Sailer, Robert Gabriel |
| Pubbl/distr/stampa | Tübingen, : UVK Verlag, 2023 |
| ISBN | 3-7398-8201-8 |
| Edizione | [2nd ed.] |
| Descrizione fisica | 1 online resource (400 pages) |
| Disciplina | 658.408 |
| Soggetti | Business Management BWL Controlling Corporate Leadership Financial Management Marketing Sustainabilit |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | [2nd Edition] |
| Nota di contenuto | 1. Sustainable Business Management 2. Sustainability - An Introduction 3. Economic Perspective and Environmental Economics 4. Social Responsibility: From Profit to the Common Good - and Back Again 5. Understanding Transformation 6. Strategic Sustainability Management 7. Agile Leadership 8. Legal Foundations of Responsible Corporate Governance 9. Corporate Compliance 10. International Management and Sustainability 11. Integral Management - New Perspectives for Sustainable Development 12. Marketing and Sustainability 13. Sustainable Procurement and Logistics Management 14. Sustainable Production 15. Sustainable Product Management 16. Sustainable Innovation Management 17. Sustainability Controlling 18. Sustainability - Disclosure and Audit 19. Sustainable Financial Management 20. Sustainable Investing 21. Operational Environmental Management 22. Enterprise Future: A Utopian Retrospective Back from the Year 2050 |
| Sommario/riassunto | This comprehensive textbook gives an insight into all relevant aspects of business administration, as they are all subject to fundamental changes due to the transformation to a more sustainable economy. It |

starts with the background on sustainability and the scientific classification of sustainable business administration. Next, it sheds light on the boundary conditions regarding environmental economics and social responsibility. The next section deals with management functions, from strategy and international management to change management, legal implications and HR management. The last part focuses on value creation. Here, the authors shed light on the influence of sustainability in all areas of the corporate value chain, from procurement on to production and ending with marketing and sales. Also addressed are expert functions such as environmental management or sustainable product design, which are essential in driving sustainable innovation in a dynamically changing environment.
