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Nota di contenuto	Introduction to the concept of sustainability and Agenda 2030 -- Chapter 1: No Poverty – The Case of MAS Holdings -- Chapter 2: Zero Hunger – The Case of Microsoft -- Chapter 3: Good Health and Well-Being – The Case of Danone -- Chapter 4: Quality Education – The Case of The Borgen Project -- Chapter 5: Gender Equality – The Case of Volvo AB -- Chapter 6 Clean Water and Sanitation - the case of Coca-Cola AB -- chapter 7 Affordable and Clean Energy - the case of Tesla -- Chapter 8: Decent Work and Economic Growth - The Case of PUMA -- Chapter 9: Industry, Innovation and Infrastructure - The Case of Accenture.-Chapter 10 Reduced Inequalities - The case of Smurfit Kappa -- Chapter 11 Sustainable Cities and Communities: The Case of LKAB -- Chapter 12 Responsible Consumption and Production: The Case of IKEA -- Chapter 13 Climate Action - The Case of Netflix -- Chapter 14 Life Below Water: The Case of Walt Disney -- Chapter 15 Life on Land: The Case of Unilever -- Chapter 16: Peace, Justice, and

Sommario/riassunto

This book explores the symbiotic relationship between the global business landscape and the United Nations' 17 Sustainable Development Goals (SDGs) set out in 2015. Highlighting the world's paramount challenges, from climate change to gender equality, it emphasizes our collective stride towards sustainability. The narrative is structured around 17 in-depth case studies that span a plethora of industries, from food and finance to energy and transportation, each exploring an individual SDG. These studies provide a window into how trailblazing companies are intricately embedding the SDGs into their operational blueprints. This volume will be a valuable guide to sustainable business models and practices, fostering a clarion call for students, practitioners, and policymakers to rally towards a greener, brighter future. Anna Sörensson is an Associate Professor at Inland Norway University and Mid Sweden University. She has previously published books, articles, and book chapters drawn from her research in sustainability, tourism, entrepreneurship, and marketing. She is currently research leader for a project about sustainable large scale industrial parks in Europe. Navid Ghannad is an Assistant Professor at Halmstad University, Sweden. He has published in the areas of marketing, entrepreneurship, and strategy. Building on his rich academic foundation, he has also held roles as a policy-maker and has been involved in the initiation and management of various business ventures. .

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