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**Sustainability Integration for Effective Project Management** Silvius, Gilbert 2013-06-30 Although it remains one of the most significant challenges in recent years, companies are beginning to integrate the ideas of sustainability into organized projects such as marketing, corporate communications, and annual reports. In this case, sustainability remains an important influence on the initiation of project management. Sustainability Integration for Effective Project Management provides a comprehensive understanding of the most important issues, concepts, trends, methodologies, and good practices in sustainability to project management. The research and concepts discussed in this publication are developed by professionals and academics aiming to provide the latest knowledge related to sustainability principles for prospective professionals, academics, and researchers in this area of expertise.

**Green Business Process Management** Jan vom Brocke 2012-06-15 Green Business Process Management - Towards the Sustainable Enterprise" consolidates the global state-of-the-art knowledge about how business processes can be managed and improved in light of sustainability objectives. Business organizations, a dominant part of our society, have always been a major contributor to the degradation of our natural environment, through the resource consumption, greenhouse emissions, and wastage production associated with their business processes. In order to lessen their impact on the natural environment, organizations must design and implement environmentally sustainable business processes. Finding solutions to this organizational design problem is the key challenge of Green Business Process Management. This book- discusses the emerging challenges of designing "green" business processes,- presents tools and methods that organizations can use in order to design and implement environmentally sustainable processes, and- provides insights from cases where organizations successfully engaged in more sustainable business practices. The book is of relevance to both practitioners and academics who are interested in understanding, designing, and implementing "green" business processes. It also constitutes a valuable resource for students and lecturers in the fields of information systems, management, and sustainable development. Preface by Richard T. Watson

**The New Rules of Green Marketing** Jacquelyn A. Ottman 2011-02-07 Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. That's because savvy green marketers are no longer targeting "deep green" consumers with a "save the planet" pitch. Instead, they're promoting the added value their products provide: better health, superior performance, good taste, or cost-effectiveness. In this innovative book Ottman argues that emphasizing primary benefits -- the New Rules -- is critical to winning over the mainstream consumer. Drawing on the latest poll data and incorporating lessons learned from her clients and other leading sustainable brands -- including GE, Nike, Method, Starbucks, Timberland, HP, NatureWorks, Procter & Gamble, Stonyfield Farm, and Wal-Mart -- Ottman provides practical strategies, tools, and inspiration for building every aspect of a credible value-based green marketing strategy. She covers such topics as spurring innovation through a proactive approach to sustainability, developing products that are green throughout their life cycle, communicating credibly to avoid accusations of "greenwashing," teaming up with stakeholders to maximize outreach to consumers, taking advantage of social media, and much more. The New Rules of Green Marketing captures the best of Ottman's two previous groundbreaking books on green marketing and places it within a 21st Century context. Focusing on a new generation of marketers who likely grew up with an appreciation for sustainability, it provides in one place essential strategies, tools, and inspiration for connecting effectively with mainstream consumers.

**Sustainability in Higher Education** J. Paulo Davim 2015-08-24 Support in higher education is an emerging area of great interest to professors, researchers and

students in academic institutions. Sustainability in Higher Education provides discussions on the exchange of information between different aspects of sustainability in higher education. This book includes chapter contributions from authors who have provided case studies on various areas of education for sustainability. focus on sustainability present studies in aspects related with higher education explores a variety of educational aspects from an sustainable perspective

**Business and Sustainability** Michael Blowfield 2013 Climate change, the resource constrained economy, and sustainability in general are amongst the hottest and most problematic topics for contemporary businesses. This book provides a comprehensive overview of how the world's sustainability challenges are affecting and being affected by business.

**Achieving Sustainable Development and Promoting Development Cooperation** Department of Economic & Social Affairs 2008 This book presents an overview of the key debates that took place during the Economic and Social Council meetings at the 2007 High-level Segment, at which ECOSOC organized its first biennial Development Cooperation Forum. The discussions also revolved around the theme of the second Annual Ministerial Review, "Implementing the internationally agreed goals and commitments in regard to sustainable development."--P. 4 of cover.

**RESTART Sustainable Business Model Innovation** Sveinung Jørgensen 2018-07-31 Taking the business model as point of departure, this open access book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both sustainable and profitable. Based upon years of research, it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions. After examining the theoretical foundations of sustainable business model innovation, the authors present their own framework - RESTART. Consisting of seven factors, this framework can be the basis for restarting any business model. The final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book.

**Principles of Green Banking** Suborna Barua 2020-08-10 Environmental sustainability is perhaps the key societal challenge of our times. Achieving it will require a significant level of financing and investment, and here the role of the banking industry is fundamental. Banks can play a broader and far-reaching role by adopting environmental concerns in their internal and external business operations. Principles of Green Banking is a comprehensive account of the different aspects of green banking and offers theories and principles as well as practical how-to guidelines to adopt green banking practices. This book discusses why green banking is central to achieving sustainable development. It illustrates the evolution of green banking around the world, different types of environmental risks created by firms and how these risks offer threats to sustain ability, and ongoing trends and patterns of green banking practice. Critically, it also presents an outline of the regulatory framework necessary to help the entire banking sector adapt to the change towards green banking. It is a valuable resource for financial sector professionals and scholars in the fields of sustainable finance and banking.

**Sustainable Machining** J. Paulo Davim 2017-03-19 This book provides an overview on current sustainable machining. Its chapters cover the concept in economic, social and environmental dimensions. It provides the reader with proper ways to handle several pollutants produced during the machining process. The book is useful on both undergraduate and postgraduate levels and it is of interest to all those working with manufacturing and machining technology.

**Green HRM** Soni Agrawal 2021-01-15 Environment management and sustainability have become hackneyed terms in management parlance, but they are surprisingly underrated in their practical applications. Do organizations see sustainability as

a solo initiative of a department to fulfil the statutory requirements or is it an investment towards the well-being of people, planet and profitability? If so, then how important is the contribution of HR towards the greening of an organization? The book is an industrious guide on Green HR and sustainability practices towards fulfilling the three-pronged goals of triple bottom line. Through the success stories of employees as change agents, it showcases how Green HRM can mesh sustainability with strategy by linking organizational factors such as vision and mission, leadership, organizational culture and employees' pro-environmental attitude with the organization's profit goals. The book presents a compelling picture of an ideal green workplace and how HRM can influence pro-environmental behaviour in the organization and society.

*Sustainability* Scott T. Young 2012-12-05 'Sustainability' offers a comprehensive treatment of the relationship between business and sustainability.

**Handbook of Sustainable Innovation** Frank Boons 2019-08-30 The Handbook of Sustainable Innovation maps the multiple lineages of research and understanding that constitute academic work on how technological change relates to sustainable practices of production and consumption. Leading academics contribute by mapping the general evolution of this academic field, our understanding of sustainable innovation at the firm, user, and systems level, the governance of sustainable innovation, and the methodological approaches used. The Handbook explores the distinctiveness of sustainable innovation and concludes with suggestions for generating future research avenues that exploit the current diversity of work while seeking increased systemic insight.

**Routledge Handbook of Environmental Accounting** Jan Bebbington 2021-03-31 This handbook showcases the broad spectrum of diverse approaches to environmental accounting which have developed during the last 30 years across the globe. The volume covers a range of physical issues such as water, carbon and biodiversity, as well as specific accounting matters such as management control, finance and audit. Moreover, seven chapters present environmental accounting issues that arise in the regions of Africa, Asia, Europe, MENA, North America, the Pacific and South America. The handbook also highlights future challenges in all the topic areas addressed as well as introducing new topics, such as links between environmental accounting and the circular economy, and the issues associated with animal rights. Edited by leading scholars in the area and with key contributions from across the discipline, and covering a diverse range of perspectives and locations, the volume is divided into five key parts: • Part 1: Framing the issues • Part 2: Financial accounting and reporting • Part 3: Management accounting • Part 4: Global and local perspectives • Part 5: Thematic topics in environmental accounting This handbook will act as a significant publication in drawing together the history of the field and important reference points in its future development, and will serve as a vital resource for students and scholars of environmental accounting and environmental economics.

*Sustainability Reporting in Central and Eastern European Companies* Péter Horváth 2017-06-12 This collection of expert articles highlights the standards and practices concerning sustainability reporting among companies in Central and Eastern Europe (CEE). Due to the growing interest in corporate social responsibility issues, sustainability reporting has become increasingly common among businesses that claim to adhere to certain social, environmental and economic standards. While it can be observed that sustainability reporting is widely practiced in Western and Northern European countries, only few studies have been conducted on this topic in the CEE region. Drawing on a major empirical study involving researchers from 10 different CEE countries, this book addresses the status quo of sustainability reporting, outlines future prospects and provides essential recommendations for practitioners.

*Smart Futures, Challenges of Urbanisation, and Social Sustainability* Mohammad Dastbaz 2018-04-10 This book tackles the challenges posed by accelerating urbanization, and demystifies Social Sustainability, the least understood of all the different areas of sustainable development. The volume's twin focus on these profoundly intertwined topics creates a nuanced and vitally important resource.

Large migrations from rural areas to cities without appropriate planning and infrastructure improvements, including housing, education and health care optimization, have created significant challenges across the globe. The authors suggest technology-rich strategies to meet these challenges by careful application of data on population growth and movement to the planning, design, and construction of operational infrastructures that can sustainably support our increasingly rapid population growth.

**Fostering Sustainable Behavior** Doug McKenzie-Mohr 2011-02-01 The highly acclaimed manual for changing everyday habits-now in an all-new third edition! We are consuming resources and polluting our environment at a rate that is outstripping our planet's ability to support us. To create a sustainable future, we must not only change our own actions, we must educate and encourage those around us to change theirs. If one individual recycles his plastic containers, the impact is minimal. But if an entire community recycles, enormous amounts of resources are saved. How then do we go about transforming people's good intentions into action? *Fostering Sustainable Behavior* explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social change. This completely revised and updated third edition contains a wealth of new research, behavior change tools, and case studies. Learn how to: target unsustainable behaviors, and identify the barriers to change understand various commitment strategies communicate effective messages enhance motivation and invite participation. The strategies introduced in this ground-breaking manual are an invaluable resource for anyone interested in promoting sustainable behavior, including environmental conservation, recycling and waste reduction, water and energy efficiency and alternative transportation.

*The Principles of Green and Sustainability Science* Adenike A. Akinsemolu 2020-03-28 This book uses the concept of sustainability in science to address problems afflicting the environment, and to devise measures for improving economies, societies, behaviors, and people. The book pursues a scientific approach, and uses scientific evidence as the basis for achieving sustainability. The key topics addressed include: unemployment, health and disease, unsustainable production, our common future, renewable energies, waste management, environmental ethics, and harmful anthropogenic activities. Whereas past literature has mainly examined sustainability as an environmental issue, this book expands the conversation into various sciences, including mathematics, biology, agriculture, computer science, engineering, and physics, and shows how sustainability could be achieved by uniting these fields. It offers a wealth of information across various disciplines, making it not only an intriguing read but also informative and insightful.

**Green Development** Bill Adams 2008-07-30 The concept of sustainability lies at the core of the challenge of environment and development and the way governments, business and environmental groups respond to it. *Green Development* provides a clear and coherent analysis of sustainable development in both theory and practice. This third edition retains the clear and powerful argument of previous editions, but has been updated to reflect advances in ideas and changes in international policy. Greater attention has been given to political ecology, environmental risk and the environmental impacts of development. This fully revised third edition discusses: the origins of thinking about sustainability and sustainable development and its evolution to the present day the ideas that dominate mainstream sustainable development (ecological modernization, market environmentalism and environmental economics) the nature and diversity of alternative ideas about sustainability that challenge 'business as usual' thinking (for example ecosocialism, ecofeminism, deep ecology and political ecology) the dilemmas of sustainability in the context of dryland degradation, deforestation, biodiversity conservation, dam construction and urban and industrial development the nature of policy choices about the environment and development strategies and between reformist and radical responses to the contemporary global dilemmas. *Green Development* offers clear insights into the challenges of environmental sustainability and social and economic development. It is unique in offering a

synthesis of theoretical ideas on sustainability and in its coverage of the extensive literature on the environment and development around the world. This book has proved its value to generations of students as an authoritative, thought-provoking and readable guide to the field of sustainable development.

**Innovation for Sustainability** Nancy Bocken 2019-02-22 The aim of this edited book is to provide a comprehensive overview of the opportunities and challenges related to innovation for sustainability. Combining work from both emerging and established scholars in different academic fields, this book provides an integrated understanding of the topic from four perspectives. First, the big picture: frameworks, types, and drivers; second, strategy and leadership; third, measurement and assessment and fourth, tools, methods and technologies. Chapter 11 of this book is available open access under a CC BY 4.0 license at [link.springer.com](https://link.springer.com). The editors donate their remuneration for this book to conservation organisation the WWF.

**Green Initiatives for Business Sustainability and Value Creation** Paul, Arun Kumar 2017-06-19 Sustainability has become an unavoidable topic in modern society. In order for sustainable development to be fully achieved, it must be integrated into the planning and measurement systems of business enterprises. Green Initiatives for Business Sustainability and Value Creation is an essential reference source including the most recent scholarly research on the development and application of green business models for contemporary organizations, with a focus on possible contexts and constructs of closed loop supply chain management. Featuring extensive coverage on topics such as consumption behavior, political economy, and structural modeling, this book is ideally designed for academicians, researchers, and professionals seeking current research on the importance of strategic green business practices.

**Handbook of Research on Green Economic Development Initiatives and Strategies** Erdo?du, M. Mustafa 2016-06-27 Climate change is one of the most pressing issues facing the world today, as it affects all sectors of life, be it global economics or human rights activism; timely action is required to avoid global catastrophe. Understanding the importance of climate change mitigation, renewable energies, clean technologies, and green development has become necessary for effective leadership. The Handbook of Research on Green Economic Development Initiatives and Strategies provides the necessary information to reduce the climate change vulnerability of socio-economic systems in the most cost-effective manner. This handbook of research is ideal for policy makers, non-governmental organizations (NGOs), government agencies, businesses, and professionals looking to temper the effects of climate change.

**African Governance and Development Issues in a World of Change** Ikechukwu Anthony Kanu 2018-08-16 The present work is part of the outcome of the 2018 International Conference of the Association for the Promotion of African Studies, which had the theme African ideologies in a world of change. Heraclitus of Ephesus, an ancient philosopher and one of the important thinkers in human history, said that change is the basic law of nature and the condition of all things. All things are in a state of flux. You cannot step twice into the same river, for just as water in a river is ceaselessly changing, so are all things in a state of flux. In relation to Africa's historical experience, Alik Shahadah observes that Africa is a continent where cultures have smashed through deserts; crossed trade routes; traveled through immigration borders, disregarding her notions of geography and race; and names, foods, cultures, religions, genetics have jumped between Asia and Africa, etc. with blatant disregard for our social constructions. The Association for the Promotion of African Studies, in her 2018 international conference, provided a context for African scholars to study African ideologies in a world of change, especially as it concerns politics and development in Africa from a variety of points of view. This piece, which is a collection of academic papers from seventeen scholars, focuses on the processes of change and disorganization of the various traditional, social, and cultural patterns and organizations and then on the possible recrystallization of some traditional elements within the more modern and differentiated societies.

**The Business of Sustainability** U. Steger 2004-05-28 Most academics and certainly most sustainability managers agree that research on the 'business case' for sustainability has been very inconclusive. In fact many have simply decided that the business case for sustainability is elusive. This book goes further than ever before in trying to be more specific about the economic rationale for corporate sustainability, by approaching this issue on an industry-specific level. To do this, empirical evidence was gathered from managers in nine industries, along with their stakeholders, during an extensive and ambitious research project. The book gives a detailed and representative insight of the business case in the nine sectors but also a unique cross-industry perspective on this issue.

**Leading Sustainable Change** Rebecca Henderson 2015 The business case for acting sustainably is becoming increasingly compelling - reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector. However, persuading well-established organizations to act in new ways is never easy. This book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world's best researchers as to how organizational change in general - and sustainable change in particular - can be most effectively managed. The book begins by laying out the economic case for change, while subsequent chapters describe how leaders at firms such as Du Pont, IBM and Cemex have transformed their organizations, exploring issues such as the role of the senior team and the ways in which firms shift their identities, build innovative cultures and processes, and begin to change the world around them. Business leaders will find the book a source of both powerful examples and immediately actionable ideas, while scholars will be deeply intrigued by the insights that emerge from the cross-cutting exploration of one of the toughest challenges our society has ever faced.

**Stages of Corporate Social Responsibility** Samuel O. Idowu 2016-11-04 This book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility (CSR) development in organizations in different industries around the world. It is based on the assumption that companies today must shift their focus to their long-term prosperity and the complex and interrelated environmental, social, economic and political ecosystems within which they function. The book tracks ideas through to impacts, offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in Nigeria, views of upper-management in Polish firms, Japanese CSR strategies and the social relevance of corporate initiatives, pragmatic approaches of CSR design principles in Scandinavia and many more. The book collects not only examples from different countries and global regions, but also cases from a diverse range of globally relevant industries. It discusses the different stages of CSR development at a professional, conceptual and strategic level, and integrates them into a comprehensive framework to define the adequate course of action for each stage.

**Sustainability and the U.S. EPA** National Research Council 2011-10-08 Sustainability is based on a simple and long-recognized factual premise: Everything that humans require for their survival and well-being depends, directly or indirectly, on the natural environment. The environment provides the air we breathe, the water we drink, and the food we eat. Recognizing the importance of sustainability to its work, the U.S. Environmental Protection Agency (EPA) has been working to create programs and applications in a variety of areas to better incorporate sustainability into decision-making at the agency. To further strengthen the scientific basis for sustainability as it applies to human health and environmental protection, the EPA asked the National Research Council (NRC) to provide a framework for incorporating sustainability into the EPA's principles and decision-making. This framework, Sustainability and the U.S. EPA, provides recommendations for a sustainability approach that both incorporates and goes beyond an approach based on assessing and managing the risks posed by pollutants that has largely shaped environmental policy since the 1980s. Although risk-based methods have led to many successes and remain important tools, the report

concludes that they are not adequate to address many of the complex problems that put current and future generations at risk, such as depletion of natural resources, climate change, and loss of biodiversity. Moreover, sophisticated tools are increasingly available to address cross-cutting, complex, and challenging issues that go beyond risk management. The report recommends that EPA formally adopt as its sustainability paradigm the widely used "three pillars" approach, which means considering the environmental, social, and economic impacts of an action or decision. Health should be expressly included in the "social" pillar. EPA should also articulate its vision for sustainability and develop a set of sustainability principles that would underlie all agency policies and programs. *Green Business: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources 2019-02-01 The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors. In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. *Green Business: Concepts, Methodologies, Tools, and Applications* is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations. Highlighting a range of topics such as corporate sustainability, green enterprises, and circular economy, this multi-volume book is ideally designed for business executives, business and marketing professionals, business managers, academicians, and researchers actively involved in the business industry.

*Managing Green Business Model Transformations* Axel Sommer 2012-05-20 Environmental sustainability creates both tremendous business opportunities and formidable threats to established companies across virtually all industry sectors. Yet many companies tackle the issue in a superficial or passive way, rather than considering fundamental changes to their existing business models. By ignoring the opportunities of Green Business Model Transformations, companies exclude themselves from a large variety of potential means to create economic value. In addition to ordinary product and process innovations, they can change "the rules of the game" within an industry towards environmental sustainability. Green Business Model Transformations, however, are challenging ventures: New, green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design, assess, and implement successfully, particularly in the context of established companies that often entail complex structures and considerable inertia. As a result, there is a great need for guidance in management practice. This publication addresses this need with a general approach to Managing Green Business Model Transformations that is based on a broad theoretical foundation, illustrated by many real-world examples from various industry sectors.

**Sustainable Business** Nancy E. Landrum 2009 Sustainable (and green) business seems to have become mainstream practically overnight. This growth in interest in sustainable business practices stems from changing societal expectations and a growing awareness that sustainability creates a win-win situation for the business and humanity alike. *Sustainable Business: An Executive's Primer* is a brief introduction to sustainability as it applies to business. This book will offer an overview of how sustainability is applied throughout the organization. We offer chapters organized by familiar departments or functions of the business and cover the applications and terminology of sustainability throughout each area. Whether you are an executive, an entrepreneur, an employee, or a business student, this book will help you understand the big picture of what it means to be a sustainable business and will give you the information you need to begin your journey toward sustainability.

**Principles of Management** Oliver Laasch 2021-03-10 There is now widespread understanding that business and management must evolve and act responsibly in the world giving full consideration to people and planet, not just profit. *Principles of Management: Practicing Ethics, Sustainability, Responsibility* was the first

official textbook of the United Nations global initiative network, Principles for Responsible Management Education (PRME). Now fully revised and updated with three brand new chapters on communicating, innovating and leading, this accessible and engaging textbook provides an introduction to management while empowering you to think ethically and sustainably in order to become a responsible manager. It also includes essential workplace skills for the 21st century and coverage of the various management occupations that you will go on to fill after your studies. Exclusive interviews with management pioneers and professionals help bring theories and concepts to life throughout the text as do the all new case studies which include Lego, Patagonia and Greta Thunberg. Worksheets and exercises make for an active learning experience alongside the supporting online resources provided to your lecturer for dissemination. The textbook includes coverage of the UN's Sustainable Development Goals (SDGs) which are central to business education and practice today. It can be used for introductory management courses as well as courses that cover business ethics, business and society, corporate social responsibility (CSR), sustainability and responsible management.

**Handbook of Research on Creating Sustainable Value in the Global Economy** Akkucuk, Ulas 2019-11-15 During the first decade of the 21st century, the world has witnessed a plethora of corporate scandals, global economic crises, and rising environmental concerns. As a result of these developments, pressure has been mounting on businesses to pay more attention to the environmental and resource consequences of the products they produce and services they deliver. The *Handbook of Research on Creating Sustainable Value in the Global Economy* contains a collection of pioneering research on the integration of issues of sustainability within the traditional areas of management. While highlighting topics including green marketing, circular economy, and sustainable business, this book is ideally designed for managers, executives, environmentalists, economists, business professionals, researchers, academicians, and students in disciplines including marketing, economics, finance, operations management, communication science, and information technology.

*Sustainable Marketing* Mark Peterson 2021-06-12 This unique book explores the sustainability practices that benefit companies, stakeholders and society, by drawing upon the latest research and industry examples. Dissecting the interplay between marketing and society, Peterson encourages us to critically assess the demand for businesses to engage with sustainability guidelines and environmental concerns while remaining profitable.

**Sustainable Business Models** Annabeth Aagaard 2018-09-06 This book provides a comprehensive exploration into the identification and development of sustainable business models as well as their implementation, management and evaluation. With ever-increasing pressure on organisations to respond to societal change and improve competition through sustainable business model innovation (SBMI), this book aims to contribute to the knowledge of their design and management. The chapters explore the role of partnerships, the Internet of Things and the circular economy, among other factors, in developing SBM and how SBMI is facilitated through ideation and in entrepreneurial settings. Providing new typologies, patterns and a framework to evaluate the level of sustainability of business models, this book critically reviews existing literature on the topic to examine the potential of SBMI in research and in practice. The contributing authors employ a number of case studies and case examples to illustrate the integration of sustainable business models throughout the value chain, and their influence on wider social, environmental and business activities.

*Green Marketing and Environmental Responsibility in Modern Corporations* Esakki, Thangasamy 2017-01-18 In modern society, it has become increasingly important to consumers that their products be environmentally safe. Green marketing is the most efficient way for corporations to convey that their merchandise is environmentally ethical, which in turn increases profit. *Green Marketing and Environmental Responsibility in Modern Corporations* is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable products. Featuring comprehensive coverage

across a range of relevant topics such as green consumption, organic food products, supply chain performance, and ecological marketing, this publication is an ideal reference source for professionals, practitioners, academics, and researchers interested in the latest material on sustainable corporate operations. **Green IT Strategies and Applications** Bhuvan Unhelkar 2016-04-19 Bhuvan Unhelkar takes you on an all-encompassing voyage of environmental sustainability and Green IT. Sharing invaluable insights gained during two battle-tested decades in the information and communication technologies industry, he provides a comprehensive examination of the wide-ranging aspects of Green IT—from switching-off monitors, virtualizin

*Ecopreneuring* John Ivanko 2009-03-01 How to grow your own green business from the ground up.

**Social and Sustainability Marketing** Jishnu Bhattacharyya 2021-09-26 "... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, *Journal of Macromarketing* (USA); Professor of Critical Marketing & Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these

case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

**International Journal of Social Ecology and Sustainable Development (IJSESD)**. IGI Global 2014

**Strategic Decision Making for Sustainable Management of Industrial Networks** Jafar Rezaei 2021-01-12 This book presents a diverse set of decision-making methodologies to solve some of the most important decisions that most organizations face today. It is an excellent demonstration of some great challenges in our society in the area of sustainability. These great challenges, ranging from sustainability in logistics to the use of renewable energies, needs to be urgently addressed. Sustainability has become one of the most important topics in management and many organizations are taking big steps towards sustainability. Organizations are attempting to use cleaner production technologies and renewable energies sources, to improve health and safety issues within their industries and the products and services they offer. These points involve several important strategic and managerial decisions, highlighted in this book. The book can be used by decision-makers and policy-makers as exemplary guidelines to solve sustainability problems.

*Casebook of Indigenous Business Practices in Africa* Ogechi Adeola 2023-08-16 Indigenous enterprise practices are an essential part of business success in Africa. The continent's unique and diverse culture, embedded in age-long practices, presents an interesting proposition for advancing indigenous knowledge and building sustainable business structures.