Green management revolution - lessons in environmental excellence

Prentice Hall - The green management revolution: Lessons in environmental excellence. Waldemar Hopfenbeck Hardback, £35.00 ISBN 0 13 276452 0 Prentice Hall, 1992, Business Strategy and the Environment



Description: -

Green marketing -- Europe. Social responsibility of business -- Europe. Environmental protection -- Europe.

Product management -- Environmental aspects.

Management -- Environmental aspects -- Europe.

Industries -- Environmental aspects -- Europe.green management

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However, the core position of profit orientation in business strategies weakens the green management. Sea Shepherd clears the Atlantic Ocean of pirate whalers in one year.

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Indeed, many studies have demonstrated the impacts of values, beliefs, and norms on various environmental behaviors Stern and Dietz; Stern et al.

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Toxics Elimination, Reduction See introduction to to minimize hazardous waste. Therefore, organizations have the responsibility of protecting the environment and a harmonious relationship should be established. While the environmental protection paradigm emphasizes the need to protect nature in the essence of economic development, the resource management paradigm supports sustainable green development.

The green management revolution: lessons in environmental excellence / Waldemar Hopfenbeck

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