

Handbook of Research on
Developing Sustainable
Value in Economics,
Finance, and Marketing

Ulas Akkucuk
Bogazici University, Turkey

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Handbook Of Research On Developing Sustainable Value In Economics Finance And Marketing

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Summary : Free handbook of research on developing sustainable value in economics finance and marketing pdf download - in an age of rising environmental concerns it has become necessary for businesses to pay special attention to the resources they are consuming and the long-term effects of the products they are creating these concerns coupled with the current global economic crisis demand a solution that includes not only business but politics ecology and culture as well the handbook of research on developing sustainable value in economics finance and marketing provides the latest empirical research findings on how sustainable development can work not just for organizations but for the global economy as a whole this book is an essential reference source for professionals and researchers in various fields including economics finance marketing operations management communication sciences sociology and information technology

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