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Harvard Business Review on Greening Your Business Profitably

By Harvard Business Review

Harvard Business Review Press, 2011. Taschenbuch. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Protect the earth and your bottom line. If you need the best practices and ideas for turning sustainability into competitive advantage--but don't have time to find them--this book is for you. Here are 10 inspiring and useful perspectives, all in one place. This collection of HBR articles will help you: - Craft strategy to compete on green turf - Redesign your business model, products, and processes to achieve green goals - Parlay your efforts into lower costs and higher revenues - Capture more value from clean-tech investments - Launch sustainability programs with impact - Synchronize green initiatives by overhauling your supply chain - Engage constructively with environmental activist groups - Mitigate the risks of climate change 272 pp. Englisch.



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