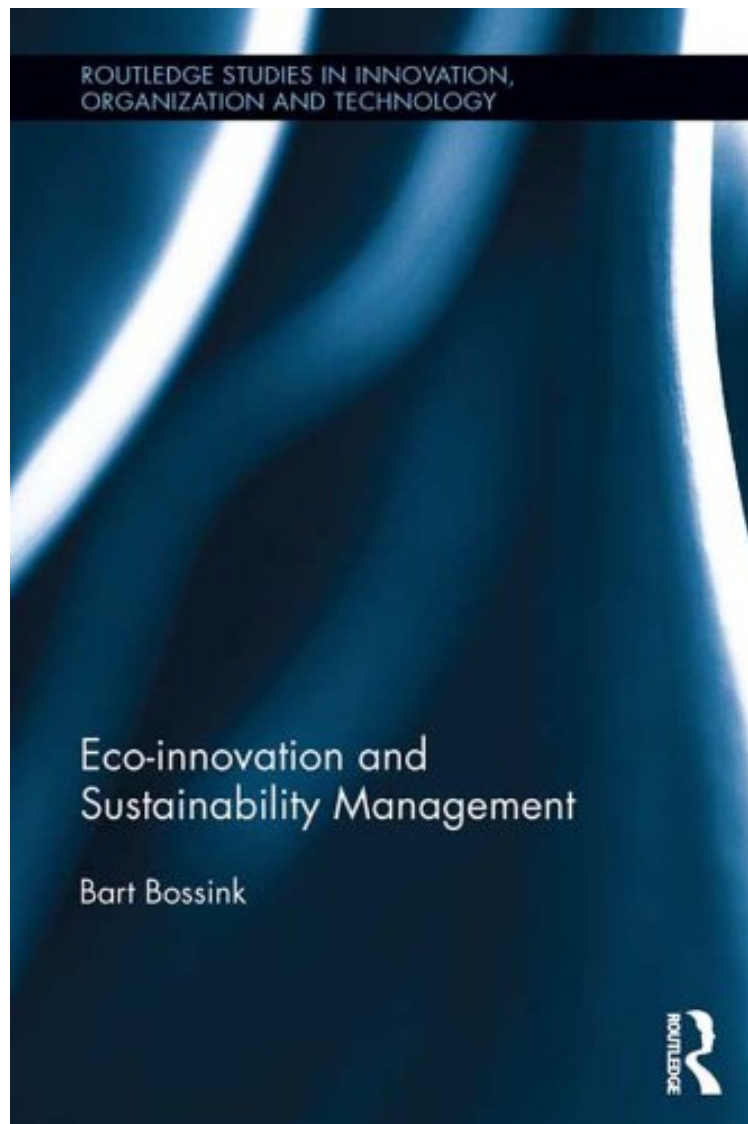


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Eco-Innovation and Sustainability Management (Routledge Studies in Innovation, Organization and Technology)

Bart Bossink

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Bart Bossink : Eco-Innovation and Sustainability Management (Routledge Studies in Innovation, Organization and Technology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Eco-Innovation and Sustainability Management (Routledge Studies in Innovation, Organization and Technology):

Sustainability is a phenomenon that must be pursued in a complex system of interrelated elements of business, society, and ecology. It is important to gain an understanding of these elements, the interplay between them, and the behavior of the system. This book explores the business-societal-and-ecological system in which sustainable innovation has to be envisioned, conceptualized, realized, and improved. Author Bart Bossink offers insight into the systematic coherence of drivers of eco-innovation and sustainability utilizing a three-part approach: (1) eco- and sustainable innovation in business is based on ideas and people who cooperatively develop these ideas; (2) groups of people, organized in commercial firms, must realize these ideas cooperatively and create the innovations that can conquer the market; and (3) that people from governmental, non-governmental, not-for-profit, research, and commercial organizations can build institutional arrangements that stimulate these sustainable innovations, changing both industry and society. Adopting a managerial perspective and discussing concepts and methods to manage eco-innovation in business, this book highlights the interrelated roles of the individual, the firm, partnerships, and business environments. Researchers and practitioners who want to combine a commercial and economical approach with an ethical and social ambition to create an ecologically sustainable firm stand to learn much from these pages.