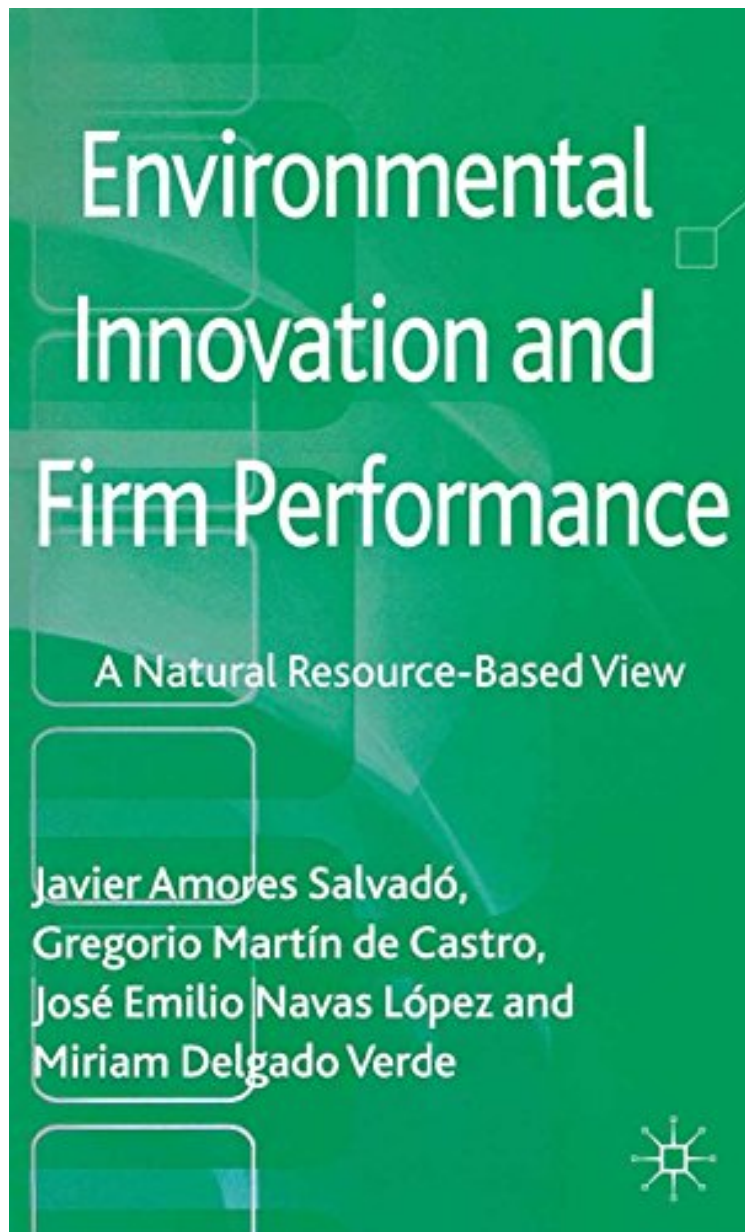


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Environmental Innovation and Firm Performance: A Natural Resource-Based View

Javier Amores Salvadoacute;, Gregorio Martiacute;n de Castro, Miriam Delgado Verde, Joseacute; Emilio Navas Loacute;pez

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The links between a firm's competitiveness and the natural environment have been studied since the mid 90's. This volume explores, both theoretically and empirically, the relationships between environmental product innovation, green image and firm performance.

About the Author Javier Amores Salvadoacute; is an assistant professor in the Business Administration Department at Universidad Complutense de Madrid (Spain) and a member of the Strategy, Knowledge and Innovation Research Group (ECI) of this university. Author and co-author of several papers and publications on Environmental Innovation and Sustainable Development, he has extensive experience in various industrial sectors. nbsp; Gregorio Martiacute;n de Castro is an associate professor in the Business Administration Department at Universidad Complutense de Madrid (Spain) and a member of the Strategy, Knowledge and Innovation Research Group (ECI) of this university. Additionally, he has several years of research experience at CIC Spanish Knowledge Society Research Centre (Spain), holds an Expert Diploma in Intellectual Capital and Knowledge Management from INSEAD (France), and was Post-Doctoral Research Fellow at Harvard University (USA) from 2004 to 2005 and at Manchester Institute of Innovation Research in 2009. He is author and co-author of several books and articles concerning the Resource-Based View, Intellectual Capital and Knowledge Management. Joseacute; Emilio Navas Loacute;pez is a professor in the Business Administration Department at Universidad Complutense de Madrid (Spain) and Chairman of the Strategy, Knowledge and Innovation Research Group (ECI) of this university. He is author and co-author of several books and papers concerning Technology Management and Strategy and Knowledge Management. He previously held the first Knowledge Management Chair in Spain at IU Euroforum Escorial. Miriam Delgado Verde is an assistant professor in the Business Administration Department at Universidad Complutense de Madrid (Spain) and member of the Strategy, Knowledge and Innovation Research Group (ECI) of this university. Previously, she was Pre-Doctoral and Post-Doctoral Research Fellow at Manchester Institute of Innovation Research (UK) from 2008 to 2009 and at the University of Edinburgh Business School (UK) in 2010, respectively. She is author and co-author of several books and articles concerning the Resource-Based View, Intellectual Capital and Technological Innovation.