



Sustainable Business: Theory and Practice of Business Under Sustainability Principles

Geoffrey Wells

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Recent surveys of international CEOs confirm that companies increasingly see sustainability as critical to their business strategy. The rigorous academic framework for the field of sustainable business required to respond to this need is now emerging. This book presents important new work in the theory of the sustainable firm, in the application of sustainability principles to key management disciplines, in sustainable business in practice, and in the international challenges that are critical to sustainability demands.

Sustainable Business will prove invigorating for both undergraduate and graduate students on business, society and sustainability themed courses. Policymakers and practitioners will find the urgent global sustainability issues and sub-disciplines essential.

Contributors: J. Benson, J. Chia, N. Chileshe, N. Evans, E.C. Fein, S.K. Lodhia, S. Pullen, J. Ratnatunga, S. Sandhu, S.R. Sardeshmukh, J. Sawyer, C.M. Scott-Young, M.P. Shanahan, A. Sharp, J. Shen, A. Tziner, V. Wayne, G. Wells, L. Wilson, G. Zillante, J. Zuo

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