



Sustainability: How Smart Innovation and Agile Companies Will Help Protect Our Future (Hardback)

By Patrick Dixon, Johan Gorecki

Kogan Page Ltd, United Kingdom, 2010. Hardback. Book Condition: New. 232 x 158 mm. Language: English . Brand New Book ***** Print on Demand *****.Sustainability is about the ability to solve some of the world's most complex sustainability challenges with rapidly evolving business innovations, applications, methods, products and processes, adapted to changing situations. The book looks at how innovation and agility can save the world from the environmental disasters that face it. In addition, it sets forth positive ways in which businesses and individuals can deal with the issues and positively benefit from them. Sustainability includes text boxes containing shocking statistics about the destruction of our planet, short inspiring examples of how innovation has created new profitable business and helped the world, and personal messages from global leaders about sustainable innovation. Case studies of numerous well-known, high-profile companies are featured - demonstrating companies that have successfully used innovative and agile ideas and processes to improve their businesses and fight some of the greatest threats to the world's ecosystems. Subjects covered include: Power; future cities; transport; manufacturing; water and wood; health and food; venture capital; carbon offsetting and banks; business agility and open innovation; 10 steps to profitable sustainability.



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