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Sustainable Solutions: Business Strategy and Innovation (Paperback)

By Dr Cosmas Sikahala

Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In this book, I simplify and operationalize the concept of sustainability. I demonstrate how embracing the tenets of sustainable solutions in an organization can lead to profitability while ensuring the needs of future generations are protected. Several companies have implemented sustainable solutions in their daily business operations. Microsoft, Trane, Cisco, Coca-Cola, and Nissan North America are some of the companies that have incorporated sustainable technologies such as using solar power, fuel-efficient vehicles, going paperless, lean workforce among others to stay profitable. I integrate the concept of sustainability by identifying key stakeholders of sustainable solutions. Additionally, there is an in-depth analysis of value chain and fitness landscape analyses of business operations, including a Boid analysis, General force matrix analysis, SWOT analysis, and Life cycle analysis assessment. The conclusions are geared towards providing an understanding of how these concepts fit together. This book is for advanced learners who are interested in business strategy and innovation that incorporates sustainable solutions as part of their strategic competitive advantage.



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