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The Business Student's Guide to Sustainable Management: Principles and Practice

By Petra Molthan-Hill

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, The Business Student's Guide to Sustainable Management: Principles and Practice, Petra Molthan-Hill, Aimed at undergraduates, this is the first textbook to offer a full introduction to sustainable management, covering all subject areas relevant to business students. The book includes chapters and seminars on subjects such as: * Corporate Sustainable Strategy * Sustainable Marketing * Sustainability Reporting * Supply Chain Management * Human Resources Management: Supporting Sustainable Business * Environmental Economics * Sustainable Operations Management * Greenhouse Gas Management * System Thinking in Sustainable Management The book contains nearly 30 ready-made seminars employing various teaching methods. Each chapter follows the same, easy-to-use format. This book provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The chapters also offer a starting point in developing teaching units for Masters and MBA students. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines.



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