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Sustainable Business | Key Issues - Taylor & Francis Group

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1. Be Intentional About Sustainability. Sustainability needs to be incorporated into corporate strategies and reflected in organizational business goals. This means making this a priority in every aspect of organizational operations. As with any other business initiative, you need to make a plan of action and assign accountability.

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"The second edition of Sustainable Business: Key Issues is a solid introductory volume that allows students not only to get familiar with the issues of (un)sustainability in corporate contexts, but The importance of Cradle to Cradle and circular economy framework is outlined as particularly relevant to strategic management of sustainability."

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