

Green China: sustainable growth in East and West

Someren, Taco C.R. van, author

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Abstrak

After the agricultural and industrial revolution, China is creating the third growth wave based on sustainability. This greening of the Chinese economy offers threats and opportunities for Western organizations. Getting a piece of this new cake requires strategic innovations in both policy and corporate strategy. Based on the theory of strategic innovation and their extensive practical experiences in doing business with China, the authors propose potential areas and activities for strategic innovation in the West in response to Green China.