Universitas Indonesia Library >> eBooks

Managing green business model transformations

Sommer, Axel, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20398518&lokasi=lokal

Abstrak

Covering sustainable business model transformations with the goal of improving or sustaining a firm's profitability, this book offers and analyzes illustrative examples from management practice, and proposes a general management framework for green businesses.