

# **Sustainable Living and Business: Management of Social Innovations as a Shaping of Social Transformation**

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## **Abstrak**

The title of the book derives from the theme of the 20th Conference on Applied Social Sciences of the Professional Association of German Sociologists, held in Munich in May 2019.

The question of what concrete contributions social innovations can make to the transition to forms of sustainable coexistence and economic activity is as much the focus of this book as the question of what contribution the social sciences can make. Thus, on the one hand, it is about concrete social innovations that help us to achieve the goal of living and doing business sustainably, but on the other hand, it is also about the way in which the social sciences - not least through appropriate theoretical and methodological training - can be made socially responsible for the success of such socially innovative processes.

This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.