Sustainable Innovation and Entrepreneurship

New Perspectives in Research on Corporate Sustainability series

Edited by Rolf Wüstenhagen, Good Energies Professor for Management of Renewable Energies and Director, Institute for Economy and the Environment, University of St Gallen, Switzerland, Jost Hamschmidt, Coordinator of Studies, Department of Management, Technology and Economics (D-MTEC), ETH Zurich - Swiss Federal Institute of Technology, Switzerland, Sanjay Sharma, Dean, Grossman School of Business, University of Vermont, Canada and Mark Starik, Walden University, US

In recent years our understanding of corporate sustainability has moved from exploitation to exploration, from corporate environmental management to sustainable entrepreneurship, and from efficiency to innovation. Yet current trends indicate the need for radical innovation via entrepreneurial start-ups or new ventures within existing corporations despite difficulties with the financing and marketing of such efforts. Presenting both conceptual and empirical research, this fascinating book addresses how we can combine environmental and social sustainability with economic sustainability in order to produce innovative new business models.

‘When I received the review copy I was rather excited. . . the book as a collection of research papers that, in themselves, are very interesting, and provide a fast-track into the literature of the subject in question . . it is a worthwhile purchase to support thinking on entrepreneurship and innovation in a world where the sustainability agenda is increasingly becoming the agenda for inventors, entrepreneurs and those who fund them or invest in their companies. . . All the papers are well written and scholarly. . . A particularly strong feature of the chapters is the range of sources quoted at the end of each chapter. These references provide pathways into many different literatures that might save much time for subsequent researchers’


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