



Betriebliches Nachhaltigkeitsmanagement (German Edition)

Annett Baumast, Jens Pape

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1. Aufl., "Nachhaltigkeit" ist ein Aushängeschild für viele Unternehmen geworden. Dieses Buch gibt einen umfassenden Einstieg in dieses topaktuelle Thema: vom integrierten mehrdimensionalen Management, dem nachhaltigen Management von Wertschöpfungsketten bis hin zu corporate citizenship und der Relevanz von Nachhaltigkeit.

Studierende mit Haupt- und Nebenfach "Betriebliches Umwelt- bzw. Nachhaltigkeitsmanagement", aber auch interessierte Praktikerinnen und Praktiker können sich einen hervorragenden Überblick über die relevanten Themen verschaffen.

Durch den einheitlichen Kapitelaufbau und die hervorragende didaktische Aufbereitung wird dieses komplexe Themenfeld optimal erschlossen.

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