Sustainable Entrepreneurship and Investments in the Green Economy

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Andrei Jean Vasile (Petroleum-Gas University of Ploiesti, Romania) and Domenico Nicolò (University Mediterranea of Reggio Calabria, Italy)

Description:

The protection of the environment and economic growth are two important aspects of modern sustainability initiatives. By placing these two together, a competitive advantage is developed by utilizing green factors with investing.

Sustainable Entrepreneurship and Investments in the Green Economy is an essential reference publication for the latest research on green entrepreneurship and its impacts on investment activity within sustainable development and competitive markets. Features coverage on a broad range of topics and perspectives such as contemporary enterprises, global feeding, and waste management.

Readers:

This book is ideally designed for practitioners, students, and academicians seeking current research on green entrepreneurship and investments.

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- Cosmetics Industry
- Externalities
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- Green Airports
- Green Marketing
- Sustainable Enterprise
- Waste Management

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