



Operationalizing Sustainability (Innovation, Entrepreneurship and Management)

Pierre Massotte, Patrick Corsi

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This book focuses on the emergence of the “science of sustainability” and the key concepts in making sustainability operational in an organization.

The authors discuss the methods, techniques and tools needed to manage the impact of sustainability and how these can be reformulated into business models and solutions for new growth and applications. They then move onto the reformulation of future thinking processes before ending by looking towards an approach for the measurement of sustainability and competitiveness.

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