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A. Aagaard, F. Lüdeke-Freund, P. Wells

Business Models for Sustainability Transitions

How Organisations Contribute to Societal Transformation

- Explores the powerful synergies unlocked in combining the two research streams of sustainability transitions and business models for sustainability.
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'It is in exploring the complementarities of business model innovation and sustainability transitions where this book makes a major contribution. Bridging related but so far separate areas of research and generating new insights for strategy and policy making is key to destabilising unsustainable business practices, and to accelerate processes of transformative and sustainable change. This book is an important stepping-stone in a much larger journey toward more sustainable modes of production and consumption.' - Jochen Markard, Senior researcher and Lecturer at the Group for Sustainability and Technology within the Department of Management, Technology, and Economics of ETH Zurich. Can innovations in business change society? Can innovations in society change business? These two questions have become critically urgent in recent years, but are rarely considered together. 'Business Models for Sustainability Transitions' therefore asks, can contemplating both concepts together result in a flourishing, sustainable future? Technology alone cannot save us. We cannot consciously consume our way out of trouble. This book represents a start at bridging the dynamic world of business model innovation with the constant and unprecedented transitions underway in the world around us. For researchers, practitioners, and [...]

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