



Green Logic: Ecopreneurship, Theory and Ethics

By Robert Issak

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Green Logic: Ecopreneurship, Theory and Ethics, Robert Issak, Economic activity imposes increasing costs on the global environment. The lack of progress being made in environmental management is often not as much a question of economics, technology or even of interest, as it is of perception, assumptions and how one approaches problems. Green Logic seeks to highlight the key questions regarding entrepreneurship and sustainability in terms of motivation, government intervention and ethics. Written by the highly regarded author of Managing World Economic Change, this important and accessible new book aims to examine how "Green Logic" works, how it differs from other logics and how green thinking can be targeted in order to create environmentally responsible businesses in an era of rapid change. Key questions addressed in depth include: * What are the minimal ethical principles to guide environmental living and working? * What motives and obstacles characterise ecopreneurship? * What principles of creativity and entrepreneurship can be used as tools? In short, what does it really take to motivate entrepreneurs to design and start up green businesses? Green Logic is suitable for both business and academic audiences and significantly pushes forward the debate...



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