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Energy : Renewable and Green Energy

Eweje, Gabriel, Bathurst, Ralph J. (Eds.)

Clean, Green and Responsible?

Soundings from Down Under

- Provides a rich source of cases on sustainability and responsibility in the business arena
- Presents ideas and initiatives companies are using in pursuit of human sustainability
- Includes snapshots on specific industries and how they are addressing sustainability

New Zealand and Australia are broadly considered to be countries in which sustainability and responsibility discourses are being pursued by governments and business alike, and in which incentives and initiatives are helping confront and overcome sustainability-related challenges. This book takes a closer look behind and beyond the marketing mantras of both Australia's and New Zealand's "clean and green" campaigns and, on the basis of representative examples and cases, critically evaluates the status quo. The book assesses the effectiveness of sustainability and responsibility models with a focus on the South Pacific and argues that the ways in which issues have been dealt with in this more closely defined geographical region are most likely a good indicator of how similar issues are (or soon will be) dealt with around the globe. As such, the book offers a rich source of cases on sustainability and responsibility in the business arena, a critical review, and an inspirational affirmation of responsible business practice.

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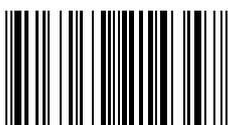
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