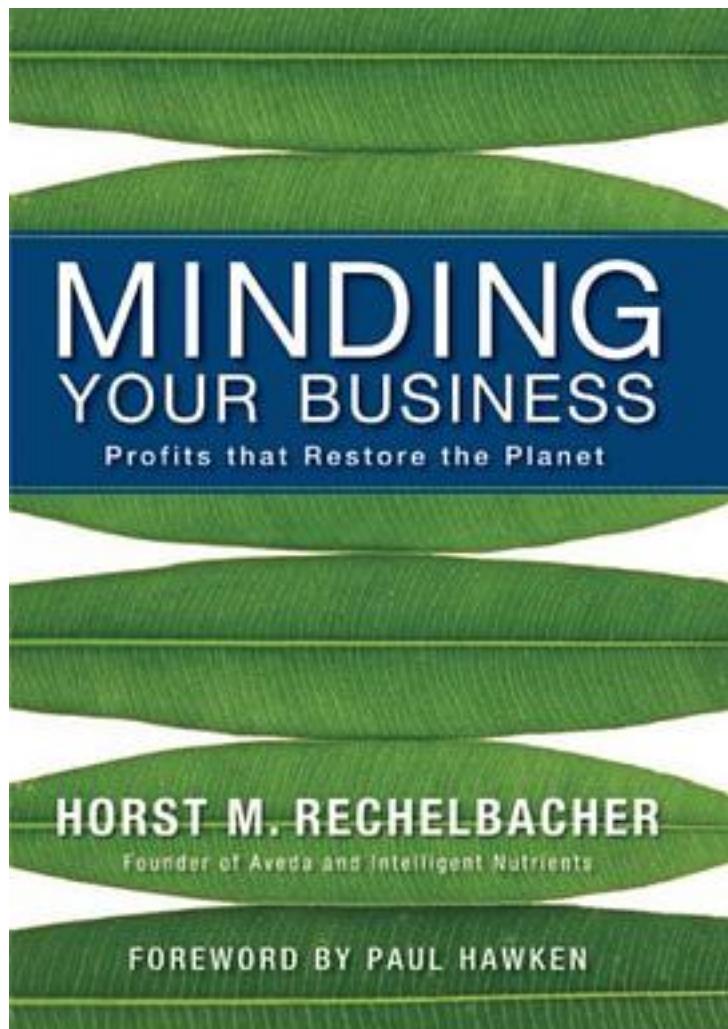


Minding Your Business



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出版者:

出版时间:2008-8

装帧:

isbn:9781601090126

With more and more consumers citing green practices as an important factor in their

shopping experience, businesses must learn to adapt by increasing their sustainability. In this groundbreaking book — part environmental treatise, part business manual — Rechelbacher contends that only environmentally sound businesses will advance into the next century, and describes the ways in which any business can, and must, improve its relationship to the natural world.

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