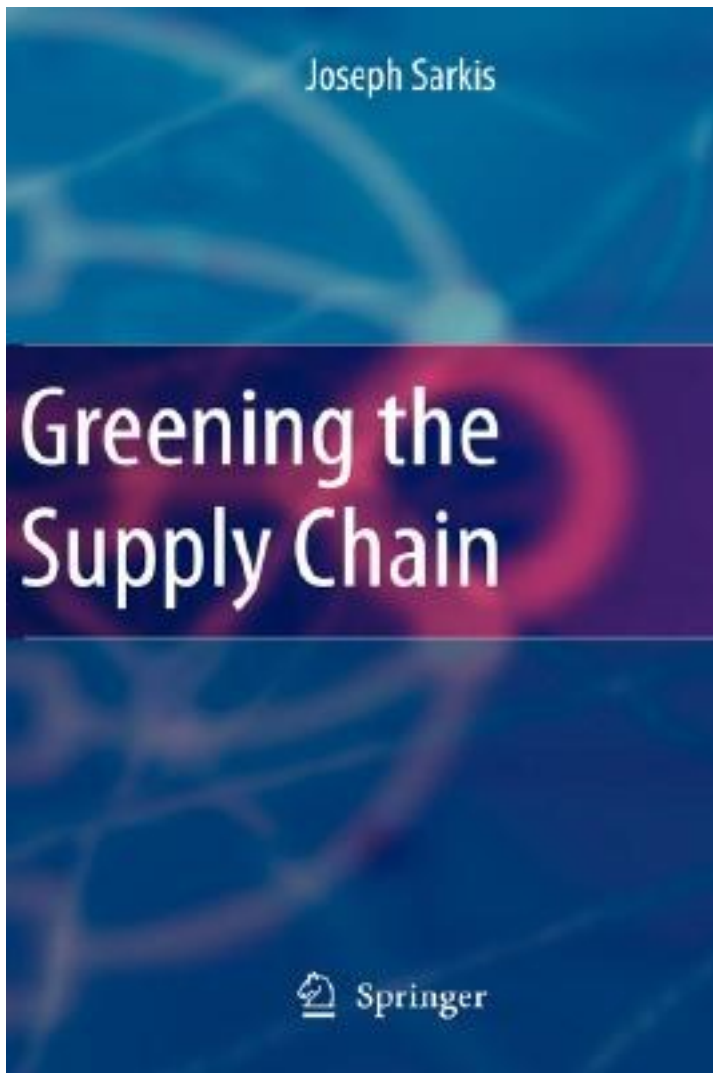


Greening the Supply Chain



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Greening of the Supply Chain: A Guide for Asian Managers is an important contribution to the adoption of environmental initiatives by organizations to enhance business performance and contribute to environmental sustainability. The author defines greening the supply chain as addressing and minimizing environmental impacts of all activities related to the different phases of supply chain. These activities include pollution prevention, closed loop manufacturing and design for environment in the production/internal supply chain phase or inbound phase; green marketing, environment friendly waste management and green transportation for the outbound phase; and, consumers, recyclers, waste handlers and re-processors for the reverse logistics. The book constitutes a powerful diagnosis and prescription for accelerating the shift of industrial development in Asia to a trajectory of sustainability. It demonstrates that environmental improvement and economic development can go hand-in-hand in the region. The book also sets the stage for effective integration of suppliers, business partners, waste handlers and consumers in the move towards a green environment.

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