

Orchestrating Innovation for Sustainable Development

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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book. (Ms. Ora Buckridge)

ORCHESTRATING INNOVATION FOR SUSTAINABLE DEVELOPMENT



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Business Expert Press. Paperback. Condition: New. 160 pages. Sustainable development is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development; and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations this is how the concept of Sustainability is introduced in the Brundtland report (1987: chapter 2, paragraph 15). What does this mean for the purpose, vision and mission of a global company How can the concept of sustainable development guide or even drive innovation in the 21st century Which leadership challenges need to be addressed on the journey towards innovation for sustainable development These questions are tackled in this book along two interlinked change journeys. The initiation of transformational organizational change through embedding the concept of sustainable development as innovation driver demands fundamental changes of innovation goals, processes and metric and significant human agency. Informal business pioneers and formal leaders in management positions as well as top level corporate staff need to individually and collectively develop new skills, behaviors and attitudes to enable the massive change required to respond to current global challenges. Senior managers, corporate practitioners, internal change agents, consultants and master students of different disciplines will discover a variety of practical challenges and related solutions that surface once sustainable development is meant to become an as important business purpose as financial performance. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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