

Greening the Supply Chain: A Guide for Asian Managers (Response Books)

P H Rao

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This book deals with a major environmental concern across the globe: to ensure sustainable environment development along with efficiency across businesses. It explores how different types of environmentally sustainable practices should be adopted at different stages of supply chains. It details how various companies have greened their supply chains by adopting innovative measures, in conjunction with attaining enhanced business performance.

Greening the Supply Chain: A Guide for Asian Managers includes case studies on the new breed of companies from Asia which, in addition to improving efficiency and satisfying global customers, are also making efforts to contribute toward environmental sustainability. The author details the theoretical and practical aspects associated with various phases of supply chain management. She underlines that companies need to have a suitable environmental policy and make efforts to effectively integrate all the suppliers, business partners and consumers in their greening initiative. The book provides practical tips to managers about greening practices. Lucidly written, the case studies also highlight that the greening initiatives do not merely improve the efficiency of the company concerned, but also benefit the suppliers, contractors, and vendors, in addition to ensuring social sustainability.

This book would be useful reading for entrepreneurs, corporate managers and consultants committed to sustainable environmental management, and all those associated with the management of supply chains. It is a must read for students and faculties of management schools and universities, regional governments, and most of all practicing managers.



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