



1st ed. 2018, XVI, 294 p. 11 illus.

Printed book

Hardcover

- 114,99 € | £86.00 | \$129.00
- *123,04 € (D) | 126,49 € (A) | CHF 126.50

eBook

Available from your library or

- springer.com/shop

MyCopy

Printed eBook for just

- € | \$ 24.99
- springer.com/mycopy

E. O'Higgins, L. Zsolnai (Eds.)

Progressive Business Models

Creating Sustainable and Pro-Social Enterprise

Series: Palgrave Studies in Sustainable Business In Association with Future Earth

- **Employs a business model framework which facilitates a common analytical approach to progressive business**
- **Each case study follows the same structure, covering the business profile, the business model, problems and challenges faced and conclusions**
- **Global case studies include John Lewis Partnership, Illy Café, Novo Nordisk, Triodos Bank, Carlson Rezidor, Unilever**

This book presents and analyses exemplary cases of progressive business, understood as ecologically sustainable, future-respecting and pro-social enterprise. The authors present a number of companies following progressive business practices from a range of industries including ethical and sustainable banking, artisan coffee production and distribution, pharmaceutical products, clean technology, governance in retailing, responsible hospitality and consumer goods. With case studies from around Europe such as Triodos Bank in The Netherlands, Béres Co. in Hungary, Novo Nordisk in Denmark, Lumituuli in Finland, John Lewis in the UK and Illy Café from Italy, these progressive companies have global reach and an international impact. The collected cases aim to show the best to be expected from business in the 21st century in a structured accessible way, suitable for any readers interested in innovative ways of creating forward-looking sustainable business.

"Increasingly, the most reputable organizations give great importance to the social value they generate. This book relates specific examples of their "Progressive Business Models", and will undoubtedly be a source of inspiration for managers, and business school professors and students who are committed to building a more open, sustainable and inclusive world."

- Eugenia Bieto, Director General, ESADE Business School, Barcelona and Chairman, CEMS – Global Alliance for Management Education

"We all need business to be a force for good. Without being dewy-eyed this book catalogues successful companies created or transformed to serve human purposes. Creating them is one thing. Sustaining them is another. Read this fascinating handbook for examples of the imagination, single-mindedness, stewardship and entrepreneurial drive required."

- Mark Goyder, Founder, Tomorrow's Company

Order online at springer.com ► or for the Americas call (toll free) 1-800-SPRINGER ► or email us at: customerservice@springer.com. ► For outside the Americas call +49 (0) 6221-345-4301 ► or email us at: customerservice@springer.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with * include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with ** include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted.

