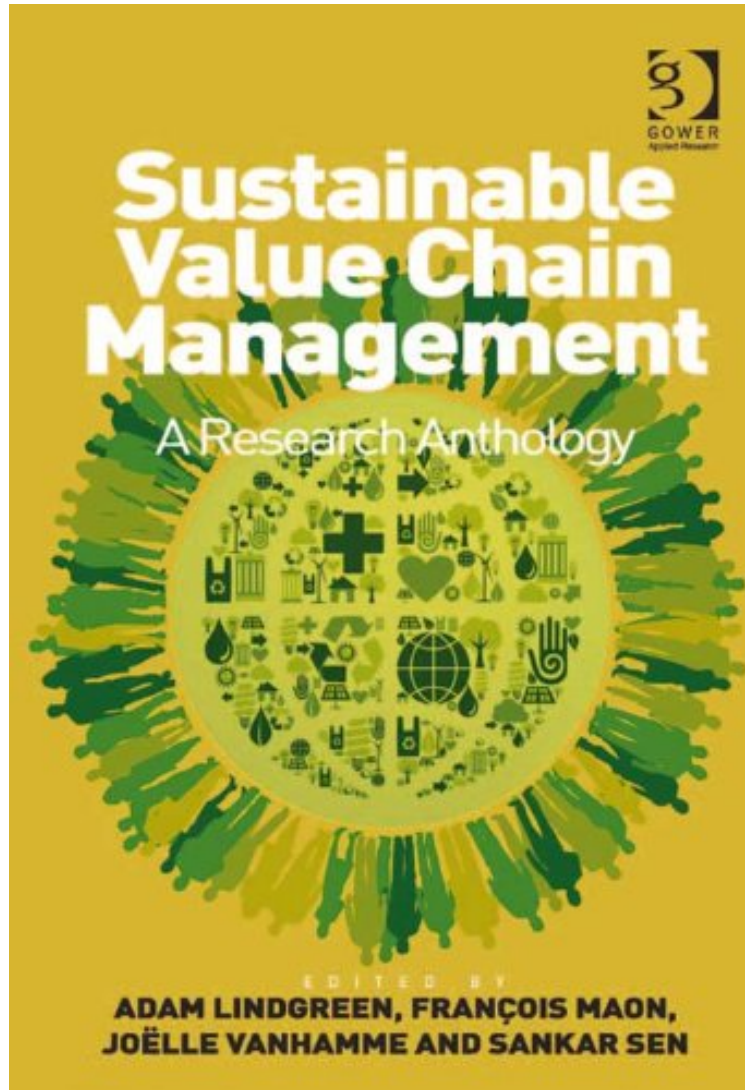


[Download ebook] Sustainable Value Chain Management: A Research Anthology

Sustainable Value Chain Management: A Research Anthology

Adam Lindgreen, Franccedil;ois Maon, Joeuml;lle Vanhamme, Sankar Sen

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Adam Lindgreen, Franccedil;ois Maon, Joeuml;lle Vanhamme, Sankar Sen : Sustainable Value Chain Management: A Research Anthology before purchasing it in order to gage whether or not it would be worth my time, and all praised Sustainable Value Chain Management: A Research Anthology:

The way organizations manage their value chain has changed dramatically over the past decade. Today, organizations take account of economic issues, but they also adopt a broader perspective of their purpose including social and environmental issues. Yet despite its global spread, sustainable value chain management remains an uncertain and

poorly defined ambition, with few absolutes. The social and environmental issues that organizations should address can easily be interpreted as including virtually everything. Current literature on the topic seeks to understand the effects and management of initiatives dealing with diversity, human rights, safety, philanthropy, community, and environment. However, the penetration of social and environmental considerations into value chain management is described as 'desire lacking reality'; thereby making the idea a patchy success. The objective of this research anthology is to investigate different angles of sustainable value chain management. The book's 27 chapters fill holes and explore new fields in this area.

The last two decades have seen the growing recognition in business that social and environmental problems are increasingly business problems. Initially, it was in the sectors most obviously affected, such as the resource-extraction industries, now it is becoming widely taken for granted as businesspeople in many sectors come to see how their companies affect and are affected by forces such as climate change, resource scarcity, and population growth. As this research anthology makes amply clear, value chains are key to an effective response by companies to many of these sustainability challenges, and organizations are now starting to give attention to sustainability in managing their value chains. Drawing on a wide range of different geographical and industry perspectives, this rich collection of articles provides a basis for deeper understanding of both the sustainability challenges in value chains and the business opportunities.

N. Craig Smith, INSEAD, Fontainebleau Cedex, France
About the Author
Dr Adam Lindgreen is Professor of Marketing at Cardiff Business School, with a Ph.D. from Cranfield University. He is widely published, in academic journals and books including *Managing Market Relationships* and *A Stakeholder Approach to Corporate Social Responsibility*.
Dr Françoise Maon is Associate Professor of Strategy and Corporate Social Responsibility at the IESEG School of Management, with a Ph.D. from the Louvain School of Management. He is widely published in academic journals and books including *A Stakeholder Approach to Corporate Social Responsibility*.
Dr Joelle Vanhamme is Professor of Marketing at Edhec Business School with a Ph.D. from the Louvain School of Management. She is widely published in academic journals and books including *Memorable Customer Experiences* and *A Stakeholder Approach to Corporate Social Responsibility*.
Dr Sankar Sen is Professor of Marketing at Baruch College, City University of New York with a Ph.D. from the Wharton School (University of Pennsylvania). He is widely published in academic journals and books including *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value*.