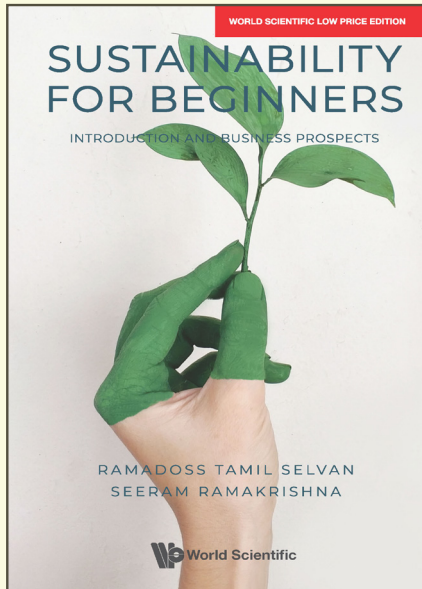


Sustainability for Beginners

Introduction and Business Prospects



By **Ramadoss Tamil Selvan**
(National University of Singapore, Singapore)
Seeram Ramakrishna
(National University of Singapore, Singapore)

ISBN	9798886130607
Extent	256pp
Binding	Paperback
Year	2024
Price	Rs. 1995

ABOUT THE BOOK

This book provides a basic introduction to Sustainability & Sustainable Developments, integrated with current business models and future business prospects. In 10 chapters, the authors cover a wide array of topics comprehensively, in an accessible style of language that will appeal to the uninitiated. Many eye-catching self-illustrated artworks, coupled with in-depth analyses of numerous case studies, allow the reader to grasp the theoretical concepts with ease. Multiple-choice exercises at the end of every chapter (with answers provided) further aid readers in verifying their own understanding. *Sustainability for Beginners* hopes to encourage effective learning, improve abstract thinking, and culminate sustainable entrepreneurship among students and innovators.

READERSHIP

The book primarily targets undergraduate and graduate students enrolled in Business schools and related majors such as Economics, Environmental Science, Material Science, and Engineering. Emerging entrepreneurs, higher academics, industry professionals working in investment and financial sectors, as well as start-ups will also be interested.

CONTENTS

- Preface
- Acknowledgements
- About the Authors
- Linear Economy and Its Constraints
- Introduction to Circular Economy
- Sustainability and Sustainable Development
- Sustainability Framework, Indicators and Assessment
- Sustainability Assessment — Case Studies
- Environmental, Social and Governance — Introduction
- ESG Practices with Case Studies
- Sustainable Business Models
- Sustainable Business — Case Study
- Sustainability — Opportunities and Prospects
- Answers to Exercises
- Index