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'Balancing Green' → Yossi Sheffi (Author): When to Embrace Sustainability in a Business (and When Not To) Difficult, awkward, and hard truths about corporate sustainability. Dr. Sheffi is Director of MIT's Transportation and Logistics, and holds a dual appointment

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Balancing Green: When To Embrace Sustainability In A Business (And When Not To) was recently published by Yossi Sheffi . In it Sheffi argues that while many companies are embracing sustainability in their marketing materials, going green is not always an easy or sensible business decision.

Balancing Green: A Q&A with Yossi Sheffi

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(and When Not To) An expert on business strategy offers a pragmatic take on how businesses of all sizes balance the competing demands of profitability and employment with sustainability.

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Balancing Green: When to Embrace Sustainability in a Business (and When Not To) (The MIT Press) - Kindle edition by Sheffi, Yossi, Blanco, Edgar. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Balancing Green: When to Embrace Sustainability in a Business (and When Not To) (The MIT Press).

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"Balancing Green is one of the most compelling business books I have read in the past few years. I admire how you tell the story

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of 'sustainability' through a series of entertaining and witty accounts written with a very objective view of the reality.

Balancing Green | Professor Yossi Sheffi

Balancing Green When to Embrace Sustainability in a Drawing on extensive interviews with more than 250 executives Sheffi examines the challenges solutions and implications of balancing traditional business goals with sustainability Sheffi author of the widely read The Resilient Enterprise argues that business executives' personal opinions on environmental sustainability are irrelevant Balancing Green When to Embrace Sustainability and When Not To Prof Yossi Sheffi Professor Yossi Sheffi is ...

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Balancing Green When to Embrace Sustainability in a Business (and When Not To) Lecture and Q&A. D'Amore-McKim School of Business. 310 Behrakis Center

Balancing Green - Lecture, when to embrace sustainability

Balancing Green : When to Embrace Sustainability in a Business (and When Not To). [Yosef Sheffi; Edgar Blanco] -- An expert on business strategy offers a pragmatic take on how businesses of all sizes balance the competing demands of profitability and employment with sustainability.

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Yossi Sheffi, Elisha Gray II Professor of Engineering Systems, Massachusetts Institute of Technology; Author, Balancing Green: When to Embrace Sustainability in a Business (And When Not To) Chair: Felix Preston, Senior Research Fellow and Deputy

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