

SUSTAINABLY PROFITABLE COMPANIES

Posted on 08/09/2015 by Naider



Seeking economic performance through the path of sustainability is not easy for many companies, even so, despite the difficulty that it may seem to entail, there are clear examples of firms capable of moving forward, and in what way, businesses while being respectful of the environment. atmosphere.

Freya Williams, in her book "Green Giants: How smart companies turn sustainability into billion-dollar businesses," explains how not a few companies have managed to market business ideas based on sustainability, obtaining more than interesting results.

Beyond how to achieve it, Freya Williams also gives us examples of what for her are model or example companies; Tesla, Chipotle, Unilever, ikea are just a few of them.

There are no comments yet.