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Strategic Sustainability of Investment & Business: Commercial Bank

By Aleksandar Arsov

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Taschenbuch. Book Condition: Neu. 220x150x6 mm. Neuware - Today the market of sustainable investment is rapidly growing. Environment and ethic issues, corporate social responsibility, as well as sustainable development becoming more significant among the increasing number of institutional and private investors. Corporations are increasingly expected by shareholders, business partners and all other stakeholders to improve competitive advantage by demonstrating economic progress while maintaining environmental care and responsibility. This practice leads to a very difficult and new positioning of environmental issues. Sustainable development is the result of the shifting the focus or rather blurring the simple maximization of the profit in the long-run. Web sites of the corporation are rather about good corporate citizens and philanthropic actions than increasing the value of the owners, they are rather about third generation of the human rights than increasing the productivity or rather about endangered mammals than high profits. The result of the prevailing tendencies of the growing importance of the social aspect of doing business is shifting of expectations. 92 pp. Englisch.



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