



# **Sustainability Strategies: When Does it Pay to be Green? (INSEAD Business Press)**

*R. Orsato*

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By analysing the rationales for sustainability strategies, this book addresses a timely question for managers, academics and MBAs: 'when does it pay to be green?' Based on solid theoretical foundations and empirical research, it clarifies the elements involved in the formation and evaluation of sustainability strategies in firms.

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