

MANAGING GREEN BUSINESS MODEL TRANSFORMATIONS SOMMER AXEL%0A

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Green Business Model Transformations, however, are challenging ventures: New, green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design, assess, and implement successfully, particularly in the context of established companies that often entail complex structures and considerable inertia.

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As this work attempts to provide managers with a practical methodology to manage Green Business Model Transformations, the question what actually distinguishes green from non-green business models

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Autoren: Sommer, Axel Comprehensive framework that is not only based on numerous interviews with management practitioners, but also theoretically substantiated ; Holistic approach, consideration of different fields of research (organisation theory, strategic management, system dynamics, sustainable development, business models) Practical company

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Green Business Model Transformations, however, are challenging ventures in many respects: Firstly, it is difficult to develop and accurately assess the prospects of

new, green business models due to uncertainties and inherent complex systemic characteristics. It can therefore be very challenging for individual managers of established companies to question the status quo and seize new, green
Managing Green Business Model Transformations A ...
Abstract. The challenges associated with green business transformations are huge: They require bold decision-making under conditions of great uncertainty, consideration of hidden systemic effects, coordination of complex organisations, and adaptation to unforeseeable events.

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Environmental sustainability creates both tremendous business opportunities and formidable threats to established companies across virtually all industry sectors. Yet many companies

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