



Wettbewerbsverlust durch Nachhaltigkeit (German Edition)

Ali Vurucu

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Unternehmensethik, Wirtschaftsethik, Note: 2,0, Fachhochschule für Wirtschaft Berlin (Institute of Management Berlin), 7 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In der vorliegenden Hausarbeit wird das nachhaltige Verhalten von Unternehmen diskutiert und wie sich dieses Verhalten auf die Wettbewerbsfähigkeit auswirkt. Insbesondere wird dabei auf den immer mehr an Bedeutung gewinnenden Klimaschutz eingegangen und wie der entstehende Wettbewerbsnachteil vor allem auf internationaler Ebene kompensiert werden kann.

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