

Sustainable Solutions: Developing Products and Services for the Future

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Toughening environmental legislation, national and supra-national environmental product policies and growing customer demands are focusing the attention of companies on the environmental and broader social issues linked to the creation and delivery of their products and services. There is now an urgent need for appropriate management structures, practical tools and increased awareness among all stakeholders in the product development process and throughout the entire product life-cycle.

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Review
"This ambitious publication delivers ? both in terms of content and engaging the reader ... an excellent and informative review strongly recommended for anyone with responsibility for, or interest in, the area of sustainable product design."
(*Corporate Environmental Strategy*)

"On opening this book one is presented with the very thing that is often missing from the eco-design literature: a robust and scholastically challenging discussion of what sustainable marketing and product design actually is. The book establishes and pursues sound conceptual argument and illustrates this with case studies throughout ... it deserves a place on the book shelves of any environmental sociologist, manager or engineer."
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