



Making Ecopreneurs

Developing Sustainable Entrepreneurship

Second Edition

Edited by Michael Schaper, Curtin Business School, Curtin

University of Technology, Western Australia

Corporate Social Responsibility



July 2010
342 pages
978-0-566-08875-9
Includes 27 b&w illustrations

244 x 172 mm
Hardback
\$119.95

The first edition of this book looked at the emergence of 'ecopreneurs' - environmental entrepreneurs gaining competitive advantage for their firms through understanding and utilising green issues. These green entrepreneurs have led the way in enabling market forces to generate economic growth whilst protecting the environment and encouraging sustainability.

This new edition continues the examination of what distinguishes these green entrepreneurs from others. It draws on a diverse range of case studies embracing examples of both successful and unsuccessful ecopreneurial ventures on at least four continents. Contributions have been updated and a number of entirely new chapters describe sustainable business projects in places ranging from the USA, India, western Europe, UK, Australia, central America and New Zealand.

Making Ecopreneurs, second edition, charts recent developments and remains highly relevant to researchers in the fields of sustainable business development and entrepreneurship, to policymakers within governments and NGOs, and to those running businesses.

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About the Editor

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