



Making Ecopreneurs: Developing Sustainable Entrepreneurship (Corporate Social Responsibility Series)

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National and global bodies are increasingly relying on market forces to generate economic growth whilst still protecting the environment. These are driven by 'ecopreneurs' - environmental entrepreneurs who are utilising green issues as a competitive advantage for their firms. Who are these ecopreneurs? How do they work, and what lessons can be learnt from their achievements to date? With contributions from researchers on four continents this book examines the role entrepreneurial individuals play in the adoption of sustainable business practices. The book is in three parts. Included is a study of green entrepreneurs and how they differ from other entrepreneurs. Case studies are also featured; these give examples of both successful and unsuccessful green entrepreneurial ventures. This is a book highly relevant to researchers in the field of sustainable business development and entrepreneurship, policymakers within government and the NGO sector, and business people.



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