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ECO-INNOVATION: THE NEW FRONTIER OF ECO-INDUSTRY AND GREEN GROWTH



A. N. Sarkar
Eco-innovation:
The New Frontier of Eco-
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Awakening the Green Consciousness



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Awakening the Green Consciousness | In the modern world, ecology and the economy are on cross roads. With the increasing pace of globalization and economic liberalization, leading to phenomenal growth of consumerism by the modern civil society, there is growing consciousness to move gradually towards green growth with sustainability. The catalytic element in envisioning Green growth and Sustainability is Eco-innovation . Eco-innovation is closely related to the development and use of environmental...

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