



Entrepreneurship, Innovation and Sustainability

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This book addresses the intersection of entrepreneurship, innovation and sustainability (EIS), presenting high-quality research illuminating the relationship between the three fields. The EIS nexus is particularly relevant from a European point of view given the focus of the European Commission on corporate social responsibility (CSR) and sustainability, as well as their prominent role the European Union in general. Also, the rapid economic growth witnessed especially in the BRIC countries in recent years requires that firms reconcile sustainability aspects with profitability and innovation, and entrepreneurs are seen as key diffusers of these aims. Sustainability requires both radical and incremental innovation at many different levels (technology, product, process, system). In many cases, such innovations come from small and medium-sized enterprises and so the role of the entrepreneur is key to their success.

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