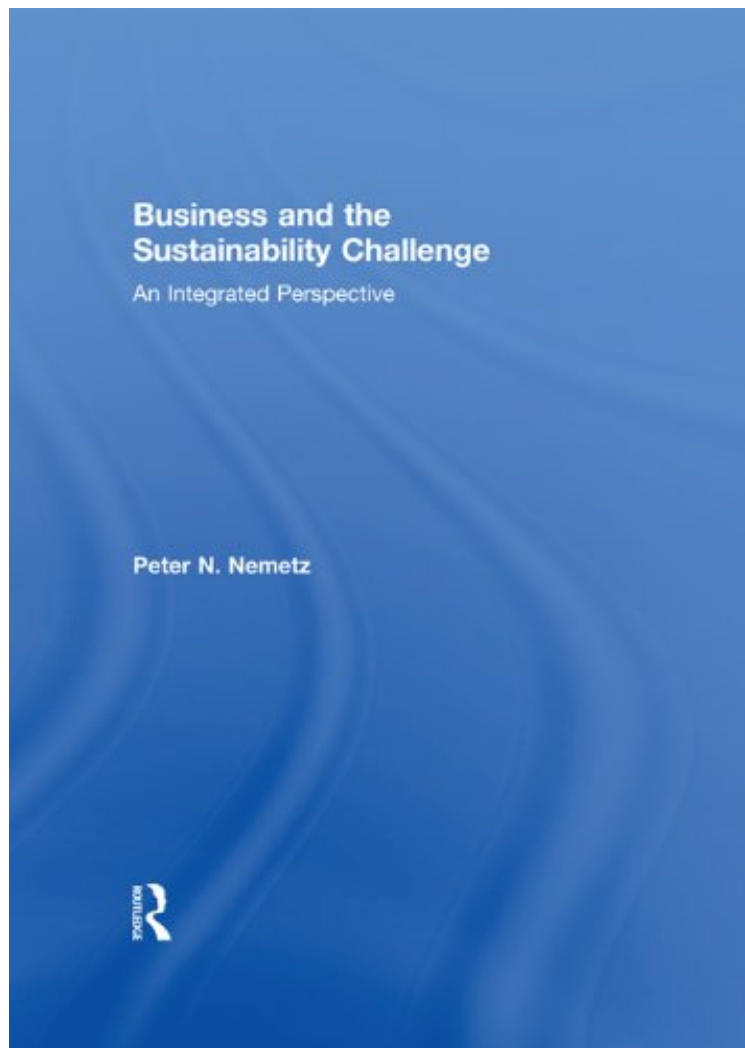


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# Business and the Sustainability Challenge: An Integrated Perspective

*Peter N. Nemetz*

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About the Author Peter N. Nemetz is a Professor of Strategy and Business Economics at The University of British Columbia, Canada.