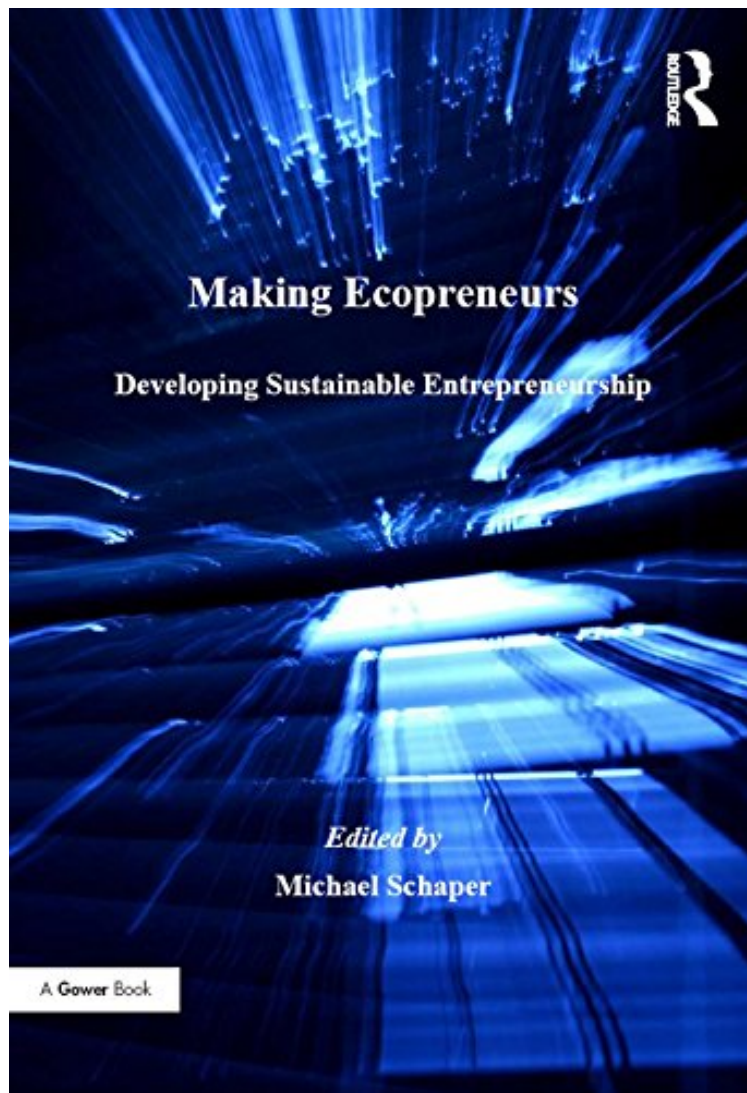


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## Making Ecopreneurs: Developing Sustainable Entrepreneurship (Corporate Social Responsibility)

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**From Routledge : Making Ecopreneurs: Developing Sustainable Entrepreneurship (Corporate Social Responsibility)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making Ecopreneurs: Developing Sustainable Entrepreneurship (Corporate Social Responsibility):

0 of 0 people found the following review helpful. Five Stars By Ricardo Jorge very well structured to study best practices and give support to emerging projects. 1 of 1 people found the following review helpful. Good, general green business guidelines By Scott Cooney I used this book extensively in the research for my book, and found it useful for

general education around green business. I enjoyed the exploration of green businesses in foreign markets, and felt the book could have benefited from more real-world examples. But for what it is, this book does a good job of giving the reader a broad-based education about issues around sustainability in business. Areas it lacks are an exploration of the consumer segment, a more cohesive logic throughout (the problem with many books of this type with multiple contributing authors), and, as mentioned, real-world examples. The price tag is high, but this is still a terrific book and a good, easy read.

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.

'...must reading for researchers, educators, students, policy makers, and practitioners. Global in scope, it has the ability to speak directly to you about the world of sustainability, entrepreneurship, and business across timeless text and compelling cases. Professor Schaper has assembled an outstanding array of chapter authors writing on topics that are both timely and informative. Whether you read it cover to cover or jump around from chapter to chapter, my bet is you will want to read more.' Charles H. Matthews, University of Cincinnati, Past President, ICSB

from the first edition: '...the diverse chapters and case studies in this book provide compelling insights on the nature of the challenges involved in entrepreneurship in the context of both developed and emerging countries. covering such issues as types of ecopreneurs, green market opportunity identification, consumer education, venture capital and ecotourism, with actual case experiences, the book makes a valuable contribution to a critical, yet under-researched facet of sustainability'

Professor Edwin R. Stafford, Utah State University, USA '...Schaper's book is a necessary addition to any library focusing on environment, entrepreneurship, or ethics in the international arena' Business Information Alert

About the Author: Dr. Michael T. Schaper is an Adjunct Professor at Curtin Business School, at Curtin University of Technology, Perth, Western Australia, and former president of the Small Enterprise Association of Australia and New Zealand.