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Keynote Speech (X)

Leading Green to Sustainability Era

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Abstract – This leading practices features the green business practices and the sustainability programs, environmental compliance, and green marketing strategies. Firms are taking a greater interest of sustainable and green business practices as consumers continue to express a preference for products and materials that have been produced in environmentally friendly ways. This presentation introduces the concept of green and sustainability and addresses important trends and also addresses insights from the resource solutions the sustainable business practices and triple-bottom line guidelines.



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