



## Sustainable Supply Chains, Operations, and Marketing: the Role of Legal Compliance (Paperback)

By John Wood

Business Expert Press, United States, 2014. Paperback.  
 Condition: New. Language: English . Brand New Book \*\*\*\*\*  
 Print on Demand \*\*\*\*\*. Sustainability is a global megatrend with ramifications across all functional areas of business. This book addresses an underdeveloped topic in the field of sustainable business-the use of corporate resources dedicated to legal compliance. In order to comply with the law, supply chain, operations, and marketing professionals must know what the applicable legal frameworks are. In order to promote sustainable business, these same professionals must go beyond mere compliance with these laws. This book will assist you in both respects by (1) offering concise discussions of the primary legal frameworks governing the social, economic, and environmental dimensions of supply chain management, operations management, and marketing; and (2) making the business case for going beyond mere compliance with legal requirements. Written by an expert in environmental law and public policy, this book argues that companies that go beyond mere compliance with social, economic, and environmental safeguards inherent in legal regimes will capture greater benefits and incur fewer risks from their supply chain, operations, and marketing activities.



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### Reviews

*Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.*

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