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Innovations in Sustainability: Fuel and Food (Organizations and the Natural Environment)

Alfred A. Marcus

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Alfred A. Marcus : Innovations in Sustainability: Fuel and Food (Organizations and the Natural Environment) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovations in Sustainability: Fuel and Food (Organizations and the Natural Environment):

To what extent can competition between companies encourage innovations in sustainability that have the potential to

solve some of the world's major challenges? Using a series of case studies, this book pits closely related competitors against each other to examine the progress in and obstacles to the evolution of sustainable innovations in energy efficiency, solar power, electric vehicles and hybrids, wind energy, healthy eating, and agricultural productivity. It delves into the efforts of Tesla Motors to bring about a revolution in personal transportation, and the challenges Toyota and General Motors (GM) confront in commercializing hybrids. It explores the movement to healthy food by cereal companies General Mills and Kellogg's, and depicts the battles between Whole Foods and Walmart for the world's palate. By examining the experiences that particular businesses have had with sustainable innovation, this insightful book reflects upon lessons learned and encourages readers to think carefully about the challenges that lie ahead.