



Sustainable Consumer Services: Business Solutions for Household Markets (Paperback)

By Minna Halme, Gabriele Hrauda, Christine Jasch

Taylor Francis Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 230 x 154 mm. Language: English Brand New Book ***** Print on Demand *****.The goal for consumer oriented business should be to make a profit and to do it without costing the Earth. Yet exactly how to satisfy the needs and wants of consumers without contributing to environmental degradation is proving to be the essential, but elusive goal for businesses in the 21st century. The leading solution is to substitute material consumption with the consumption of services that offer consumers convenience and value but eliminate much of the inefficiency and waste associated with our throwaway society. Sustainable consumer services for households - services that are delivered to consumers at the premises such as home delivery of organic food, appliance leasing, mobile laundry services, internet marketing of homeservices or car pool schemes - provide a key part of the answer of how to reduce material consumption and waste while still turning a profit. Yet until now there has been little information to guide the development of such business models and practices. This book, equally a practical business handbook and business course text, provides the missing link in sustainable household service competitiveness...



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