



Green Products: Perspectives on Innovation and Adoption

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Sharing successful examples of sustainable products from around the world, **Green Products: Perspectives on Innovation and Adoption** supplies an in-depth analysis of the key factors that influence the adoption of sustainable products. It examines case studies of green production and consumption from a business perspective—considering both technological and public-policy concerns. The text presents stories of success in green production and explains what made them successful. It includes coverage of:

- Sustainable tourism in the Galapagos Islands
- The revival of battery-powered electric vehicles in Japan
- The transition from oil dependency to sustainability in Denmark
- The promise of sugarcane ethanol as a cleaner fuel alternative
- Sustainable urban mass transport

Mapping the universe of green products, this book is the result of a joint effort of researchers affiliated with the Joseph H. Lauder Institute of Management & International Studies and the Wharton School at the University of Pennsylvania.

Praise for the book:

... covers a wide range of topics, from energy to automobiles to tourism, in impressive depth.

—Michael A. Cusumano, author of *Staying Power*, and SMR Distinguished Professor, MIT Sloan School of Management

... should be on the shelf of every manager and educator, as resource and inspiration.

—Andrew A. King, professor, Tuck School of Business, and co-founder, Alliance for Research on Corporate Sustainability

... an excellent starting point in the analysis of production possibilities compatible with the requirements of sustainability and environmental friendliness.

—Emilio Ontiveros, AFI chairman and board member of Iberdrola Renovables

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