

Contents

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of boxes</i>	ix
<i>List of contributors</i>	x
<i>Acknowledgements</i>	xvii
<i>Introduction</i>	xix

PART I BUILDING SUSTAINABLE TECHNOLOGY AND INNOVATION SYSTEMS

1. Sustainable innovation responses to global climate change <i>Paul Shrivastava</i>	3
2. Understanding eco-innovation for enabling a green industry transformation <i>Tomoo Machiba</i>	21
3. Sustainable development through innovation? A social challenge <i>Corinne Gendron</i>	51
4. Appraisal of corporate governance norms: evidence from Indian corporate enterprises <i>Rabi Narayan Kar</i>	74
5. Codes of conduct and other multilateral control systems for multinationals: has the time come – again? <i>Tagi Sagafi-nejad</i>	100
6. Appropriate technology movement <i>Sanjeeb Kakoty</i>	118

PART II STRATEGIC IMPLICATIONS AND ASSESSMENT

7. Eco-social business in developing countries: the case for sustainable use of resources in unstable environments <i>Roland Bardy and Maurizio Massaro</i>	139
--	-----

8.	Entrepreneurship development at a small scale: a key to sustainable economic development <i>Sanjay Bhāle and Sudeep Bhāle</i>	168
9.	Entrepreneur profile and sustainable innovation strategy <i>Sandrine Berger-Douce and Christophe Schmitt</i>	186
10.	Benchmarking sustainable construction technology in the building and transportation sectors <i>Salwa Beheiry and Ghassan Abu-Lebdeh</i>	204
11.	The eco-logistics improvement in France: towards a global consideration of inland waterway transport within the supply chain strategy <i>Thierry Houé and Renato Guimaraes</i>	219
12.	Integrating sustainability and technology innovation in logistics management <i>Matthias Klumpp, Sascha Bioly and Stephan Zelewski</i>	239
13.	Sustainable development, a new source of inspiration for marketing innovation? Focus on five major trends and one innovative project in customer relationship marketing <i>Gaël Le Boulch and Rémy Oudghiri</i>	262
	<i>Index</i>	277