



# Green Products: Perspectives on Innovation and Adoption

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## Green Products: Perspectives on Innovation and Adoption

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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