

A Study on Environmental Friendly Business Strategies and Trends in Commerce

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Abstract: *It is widely acknowledged worldwide that business activities contribute to environmental degradation. People and businesses are becoming increasingly aware of the dangers that will occur if they do not carefully consider the requirements of the natural environment in every step they take in response to the growing concerns about environmental destruction. Therefore, green initiatives are implemented by businesses at the firm or product level with the intention of introducing their efforts to reduce or eliminate ecologically harmful impacts on suppliers, productions, products, or end users. One important way to adopt these efforts to satisfy the needs of the stakeholders of business entities that can play a vital “bridging role” toward sustainability and today's necessary green lifestyles is by developing successful business strategies. The growing significance of environmental sustainability for businesses is discussed in greater detail in this chapter, as are a variety of approaches to implementing this crucial step for businesses' continued existence in today's rapidly changing business environment. In addition, the chapter examines the corporate social responsibility, a crucial strategy for long-term business success. In addition, the chapter delves into general business strategies and elaborates on how businesses can be positioned by employing environmentally friendly practices. Additionally, the chapter provides a number of significant examples from relevant industries.*

Keywords: natural business maintainability, corporate social obligation, morals, supportable production network the executives, green business, reasonable business, practical business technique

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