

Embedded Sustainability: The Next Big Competitive Advantage

By Nadya Zhexembayeva, Chris Laszlo

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Nadya Zhexembayeva is an author, educator and business owner. Nadya has written two and contributed to three books about business, strategy, and sustainability. In 2009, Nadya co-authored the concept of "embedded sustainability", and in Embedded Sustainability: The Next Big Competitive Advantage (2011).

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