



Environmental Innovation and Firm Performance: A Natural Resource-Based View

Javier Amores Salvadó, Gregorio Martín de Castro, Miriam Delgado Verde, José Emilio Navas López

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The links between a firm's competitiveness and the natural environment have been studied since the mid 90's. This volume explores, both theoretically and empirically, the relationships between environmental product innovation, green image and firm performance.

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