



## Economy and ecology - contradiction or necessary unity in times of globalisation

By Markus Menzel

GRIN Verlag Nov 2007, 2007. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Heidenheim University of Cooperative Education, 22 entries in the bibliography, language: English, abstract: This term paper intends to answer the question if economy and ecology are really contradictory terms or if it is even indispensable to unify them in times of globalisation when the markets are growing together and the competition is getting stronger and stronger. In addition the issue of sustainable development will be described and explained in the course of this term paper, as it is strongly connected with environmental destruction. The author's view is on the whole rather economic than operational, although he gives at the end an example of a company which has successfully integrated ecology in economy. Not considered are environmental measures of individuals like saving energy and avoiding waste in their households as well as the potential of ecological innovations in industries. In fact this work rather wants to explain why it is nowadays absolutely necessary to integrate ecology in economy...

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