



# Companies and Environmental Impact: Identification and Visualization of Key Ecological Indicators

By Martin Knura

Diplomica Verlag GmbH Feb 2013, 2013. Taschenbuch. Book Condition: Neu. 270x190x mm. This item is printed on demand - Print on Demand Neuware - Since scientists have recognised the greenhouse effect that is associated with the global warming, environmental friendly behaviour has become more important, and it is increasingly expected from companies to become more ecofriendly. This study deals with the so-called Greenwashing , a marketing strategy that is discussed by the author. The author examines the company s motivations to become greener , and the relevance of IT-based environmental performance measurement to corporations. The main purpose of this study is to identify and visualize Key Ecological Indicators. Thus, the contribution of this work is the development of the theoretical foundations of KEIs, and the implementation of a KEI framework for business-processes on the basis of a case study. 132 pp. Englisch.



[DOWNLOAD PDF](#)



[READ ONLINE](#)  
[ 903.12 KB ]

## Reviews

*This ebook can be worthy of a read, and much better than other. I have read and i am certain that i am going to planning to go through again once again in the future. You may like just how the writer compose this book.*

-- **Mr. Grant Stanton PhD**

*A whole new eBook with an all new standpoint. It is actually rally fascinating throgh reading through time period. You wont truly feel monotony at anytime of your own time (that's what catalogues are for relating to when you request me).*

-- **Claire Bartell**

## See Also

---



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...

---



### **Programming in D**

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...

---



### **History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...

---



### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying—including cyberbullying—arms parents and teachers with real solutions for a...

---



### **From Kristallnacht to Israel: A Holocaust Survivor's Journey (Paperback)**

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In the 1930s, as evil begins to envelope Europe, Karl Rothstein is born in Austria. As his life...

---



### **Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird**

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to find his roar and behave more like...

---