



The Good Company: Sustainability in Hospitality, Tourism, and Wine (Toursim and Hospitality Management Collection)

Robert Girling, Heather Gordy, Pamela Lanier

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The Good Company tells the stories of over 30 inspiring companies around the world that are among the ethical leaders in the industry. The broad positive message is encouraging and enervating; each of the companies seeks to live up to the highest standard. The authors tell the steps they have taken and what has motivated them or enabled them to pursue such noble aims.

This book includes case studies from of hotels, cruise lines, tour operators, agri-tourism, wineries and much more. Throughout the book, the authors address a variety of questions innovators and entrepreneurs have and note the lessons these companies can teach to those who want to build sustainable businesses that address the world's social and environmental problems.

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