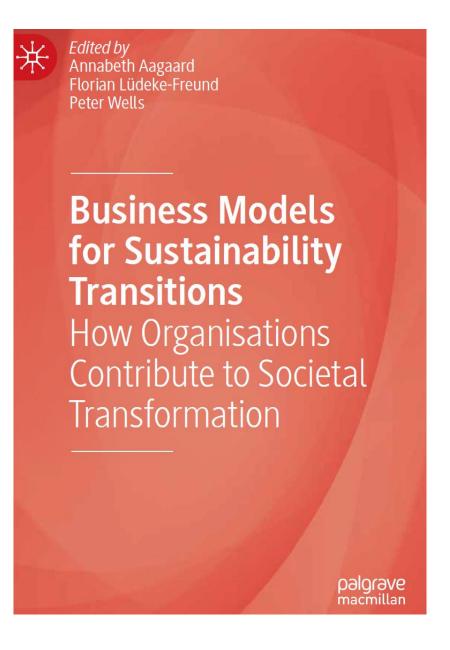
'It is in exploring the complementarities of business model innovation and sustainability transitions where this book makes a major contribution. This book is an important stepping-stone in a much larger journey toward more sustainable modes of production and consumption.'

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- **Nancy Bocken,** Professor in Sustainable Business, Maastricht Sustainability Institute, Maastricht University



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Can innovations in business change society? Can innovations in society change business? These two questions have become critically urgent in recent years, but are rarely considered together. 'Business Models for Sustainability *Transitions*' therefore asks, can contemplating both concepts together result in a flourishing, sustainable future? Technology alone cannot save us. We cannot consciously consume our way out of trouble. This book represents a start at bridging the dynamic world of business model innovation with the constant and unprecedented transitions underway in the world around us. For researchers, practitioners, and policy makers, the coupling of the two questions has the potential to unlock answers to our grand global challenges with responses that are at the same time rapid and enduring. This work offers unique and considered glimpses into what it may take to harness wide-ranging innovations for the collective good.

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