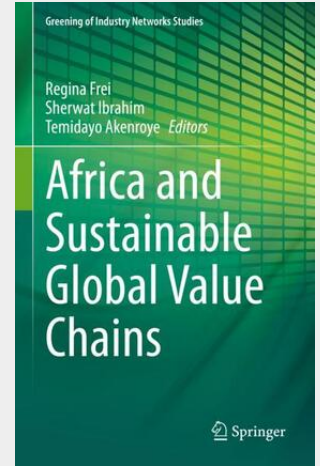


## Africa and Sustainable Global Value Chains

This book contains a collection of studies on the interactions between businesses in Africa and Global Value Chains (GVCs) in terms of social, environmental and economic sustainability. This is particularly pertinent given the asymmetrical power distribution between the global buyer and the African supplier, their governance relationships and the ongoing competitive pressures to reduce costs and increase flexibility to meet GVC demands. Rather than focusing on the sustainability of a single organization, GVCs address the sustainability of inter-firm value chains and global industries as a whole. With little differentiation between value chain creation and social / environmental degradation extending to people and raw material extraction (upstream) and disposal or recycling (downstream), sustainability issues need to be at the forefront of African business research interests. Nowadays, sustainability is considered a competitive advantage for a firm looking to join a GVC. Whether sustainability is approached from the viewpoint of an exporting firm motivated to join a GVC in its respective industry or whether a firm's continuing contractual or collaborative relationship with a buyer depends on its compliance with sustainability standards, both approaches focus on the ability of firms in Africa to benefit from joining sustainable GVCs.

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**106,99 €**  
99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9783030787905  
**Medium:** Buch  
**ISBN:** 978-3-030-78790-5  
**Verlag:** Springer International Publishing  
**Erscheinungstermin:** 08.02.2022  
**Sprache(n):** Englisch  
**Auflage:** 1. Auflage 2022  
**Serie:** Greening of Industry Networks Studies  
**Produktform:** Gebunden  
**Gewicht:** 688 g  
**Seiten:** 325  
**Format (B x H):** 160 x 241 mm

