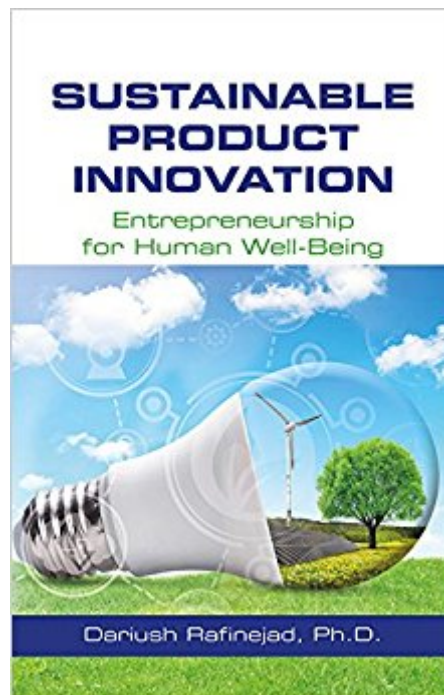




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# Sustainable Product Innovation: Entrepreneurship For Human Well-being



## Synopsis

This important book, designed for academic courses, certifications, and professional training, makes a well-supported business case for sustainable product development, and why human well-being must become the overarching goal of new technology and product development. It presents a holistic systems approach for achieving multi-stakeholder optimization in product life-cycle design in order to meet a firm's objectives, investors' ROI expectations, and regulatory requirements, while protecting the environment and rapidly depleting natural resources. It also provides entrepreneurs and executives the guidance and decision-making tools needed for achieving superior commercial success.

**KEY FEATURES**

- Discusses how the prevalent activities in a product's life cycle are root causes of many global sustainability challenges we face in the 21st century, and how sustainable products are critical to ecological systems and creating a circular economy that will sustain and enhance human well-being
- Explains how sustainable product development works and how to organize and lead the process of integrating sustainability effectively across a product's life cycle from conception to end-of-life disposal
- Describes various sustainability frameworks in industrial ecology, life-cycle assessment techniques, and design for sustainability
- Examines sustainability indicators in design, manufacturing, operations, and supply chain management and discusses systems thinking and life-cycle optimization methodologies in product development and manufacturing
- Presents best practices and modeling techniques for integrating environmental and societal impacts into traditional product design processes

--WAV offers downloadable templates, case studies, questions and exercises, and instructor only materials, available from the Web Added Value Download Resource Center at [jrosspub.com](http://jrosspub.com)

## Book Information

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## Customer Reviews

...a must-read. Dr. Rafinejad has delineated a brilliant road map for success in innovation, reaping benefits to society and the companies who follow this path. --Suzanne Farver, Author and Sustainability Instructor, Harvard University  
This book will help you appreciate and navigate the complexities of this essential change in the way products are created, dispensed, used, and discarded. It is certain to become a classic. --Mark Schulman, Ph.D., Senior Consultant, Stevens Strategy, LLC

Dariusz Rafinejad, Ph.D., has over 30 years of executive leadership experience in product innovation, development, and commercialization at global high-technology companies in the semiconductor and solar energy industries as well as with several start-up companies. He is also Founder and President of Blue Dome Consulting. Previously, he served as Corporate Vice President at Applied Materials Corporation and Lam Research Corporation, where he led the development and commercialization of numerous successful products. Dr. Rafinejad holds M.Sc. and Ph.D. degrees in Mechanical Engineering from the University of California, Berkeley, a professional Executive Engineering Management Certificate from Stanford University, and conducted post-doctoral research at Imperial College in London, England. He is the author of Innovation, Product Development and Commercialization and currently a professor and core faculty member at Presidio Graduate School in San Francisco, where he teaches Master of Business Administration courses on Sustainable Products and Services and Sustainable Energy Management. Dariusz was previously an Associate Professor -- Consulting at Stanford University, an adjunct professor at the Haas Business School at the University of California, Berkeley, and the Dean of Management at Menlo College in Atherton, California. He currently resides in Los Altos Hills, California.

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