



Licença Social: Caminho para a Sustentabilidade do Negócio (Portuguese Edition)

Estaneslau Klein

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Licença Social - Caminho para a sustentabilidade do negócio traz um olhar inovador sobre o desafio da empresa de mineração em obter e garantir a licença social para operar e crescer no Brasil. A Licença Social como resultado da conexão de valores entre a empresa e a sociedade e da construção de uma nova perspectiva de geração de valor para às partes interessadas a partir da contribuição da empresa de mineração para o desenvolvimento sustentável dos territórios que atua e do país. O livro apresenta de forma clara e objetiva os fatores que levam uma empresa de mineração a incorporar os requisitos de sustentabilidade na estratégia de negócio e no modelo de governança e contribuir com o desenvolvimento sustentável local. Também demonstra como ela pode medir o desempenho de sua contribuição e o potencial de alavancagem do bem-estar social do território onde atua. Diante de uma sociedade em constante e intensa transformação o desafio de garantir a licença social torna-se um imperativo às empresas de exploração mineral e, exigirá novas formas de demonstrar o seu valor.

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