



# **Environmental Innovation and Firm Performance: A Natural Resource-Based View**

*Javier Amores Salvadó, Gregorio Martín de Castro, José Emilio Navas López, Miriam Delgado Verde*

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The link between a firm's competitiveness and the natural environment has been studied since the mid-1990s. While a company's environmental management has been the main focus of interest for strategy scholars, environmental innovation as a source of business returns has not received much attention in the literature. In an attempt to fill this gap, the authors of this book explore, theoretically and empirically, the relationships between environmental product innovation, green image and firm performance. Their research shows how environmental product innovation and green image contribute in different ways to achieving better results. The author's arguments are tested in relation to one of Spain's most polluting industries and the results show that while financial returns through a green image are easier to achieve, the relationship between environmental product innovation and firm performance is inconclusive. The authors provide readers with an explanation for these results and consider new research lines.

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