



Kristoffer Magerøy, Sigurd Sagen Vildåsen

NTNU
Norwegian University of
Science and Technology
Faculty of Social Sciences
and Technology Management
Department of Industrial Economics
and Technology Management

Kristoffer Magerøy
Sigurd Sagen Vildåsen

How to Create Value from a Sustainability Initiative

An exploratory case study of UN Global Compact in
the Ulstein Group

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