

*Book Review***SUSTAINABLE DEVELOPMENT AND GREEN BUSINESSES**

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When he started to elaborate the work *Sustainable Development & Green Businesses* (Accent Publishing House, Cluj-Napoca, 2014, 124 pp., in "academic" format), the author Professor Ionel Bostan bore in mind the claims of his master, Professor Ion Pohoată, i.e. "by itself, development is not opposed to environment and, therefore, development does not have to pay any pollution tribute. Underdevelopment, people's ignorance, their way of thinking and acting, etc. may represent as many causes for the deterioration of the environment and life in general, as development, by the financial resources created, can provide the source for the

establishment and support of antipollution means and measures". He thus becomes aware – and urges us all to do so – that, by appropriate policies, the economic development would have no difficulty in coexisting with the maintenance of environmental quality. A remarkable specialist in the field of Economic Sciences, where he is coordinating PhD theses, the author, after having published several papers in the field, directly or indirectly connected to the one he has addressed [1-10], finds it appropriate to write on the above mentioned topic, especially since sustainable development is among the priorities of Europe 2020 Strategy. No less important is that the promotion of a more efficient economy in terms of resource use, i.e. a greener and more competitive economy, has become urgent. It is noteworthy that sustainable development represents a political objective of the European Union (EU) since 1997, by including it in the Maastricht Treaty. Then, in 2001, the Gothenburg European Council adopted the EU Sustainable Development



Strategy, which was later revised deeply. According to Professor Bostan, nowadays, it has become increasingly clear that sustainable growth implies the establishment of a competitive, sustainable and efficient economy in terms of resource use. The overall strategic objective of sustainable development aims at the continuous improvement of the quality of life for present and future generations, through the creation of sustainable communities, able to efficiently manage and use the resources and to tap the ecological and social innovation potential of the economy, in order to ensure prosperity, environmental protection and social cohesion. The

achievement of these objectives implies the improvement of competitiveness among the EU trading partners, through increased productivity, and the maintenance of the advantage on the market for green technologies, as a way to ensure the effective use of resources in the whole economy, while removing the bottlenecks in major network infrastructures, thereby boosting industrial competitiveness. In this regard, Romania, as an EU member state, according to the objectives agreed at Community level, and to the methodological guidelines of the European Commission, has developed the National Strategy for Sustainable Development. The defining element of this document is "fully connecting Romania to a new philosophy of development, the European Union and its own widely shared around the world - that of sustainable development". The implementation of the Strategy and the achievement of its objectives involve considerable effort, especially if we consider that the Romanian economy is still characterized by the intensive use of resources and the administration – and the society, in general – is looking for a shared vision in the area suggested by the topic of this paper, while our natural capital still faces the risk of serious damage. Therefore, argues Professor Bostan, the model of the development to be achieved – the one generating high added value – is meant to visibly guide our economic thinking towards what can be expressed in business terms as 'green'. Also, he notes that the first steps, beyond the development of a Strategy, have already been taken, if we consider the concrete things on the market of green products, with a reduced environmental impact. By this work, the author joins the efforts of other researchers who are trying to provide those interested in this field the supporting tools for understanding the issues related to the maintenance, consolidation, extension and adaptation of the structural configuration and functional capacity of the natural capital as the foundation for the preservation and increase of its ability to resist the pressure of social development and economic growth, and also the foreseeable impacts of climate change. A selection of key terms, related to the axis of "Sustainable Development - Green Business", supplemented by the most representative strategic elements in the field, is more than welcome in this context. Therefore, we believe that the formula designed by the author – a collection of specific phrases, which are alphabetically ordered – certainly is, as Professor Bostan argues in the Preface, "the shortest path for those seeking information/ documentation on the aforementioned topic, whether practitioners in the field or in education or research".

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