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Nov 16, 2009 The phrase the triple bottom line was first coined in 1994 by John Elkington, business priority, the Forks: the Triple Bottom Line of 21st

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The phrase "triple bottom line" was coined by John Elkington, in his 1998 book Cannibals with Forks: the Triple Bottom Line of 21st Century Business.

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the phrase triple bottom line in his 1998 book Cannibals With Forks - The Triple Bottom Line of 21st The three prongs of Elkington s fork are economic

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The economist examines the triple bottom line

The Economist looks at John Elkington's Triple Bottom Line Triple Bottom Line of 21st Century Business. with Forks: Triple Bottom Line of 21st Century

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Brief History of CSR and the Triple Bottom Line . Cannibals with Forks: The Triple Bottom Line of 21 st Century Business. Capstone Publishing: Oxford.

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fully by John Elkington in his 1997 book Cannibals with Forks: the Triple Bottom Line of 21st Century Business Cannibals with Forks: The Triple Bottom Line of

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