



**Annual Lecture Series on Business & Environment:**  
Industrial Ecology as a Source of  
Competitive Advantage



Mercedes-Benz

**“Design for Environment, Life Cycle  
Assessment and Mercedes-Benz  
Business Strategy”**

**Klaus Ruhland**

Manager Design for Environment, Mercedes-Benz Cars Development

**Carsten Haink**

Manager Product and Environment, Daimler corporate environmental protection

**Tuesday, April 16, 2013**

**12:00PM – 1:00PM EDT**

Via Webinar

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