

# **Green Strategic Thinking of PC Brands From The Perspective of Product Lifecycle Stages (pre-order)**

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## **Abstracts**

As the global emphasis on achieving net-zero continues to grow, the responsibility for industrial decarbonization has extended beyond organizations to encompass every phase of the product lifecycle. The circular economy is considered an important trend for production chains adapting to green transformation. Therefore, implementing the circular economy in the production process to achieve sustainable resource utilization and effectively reduce product carbon footprints has become imperative for PC brands. This report analyzes how major global PC brands are incorporating the circular economy concept into their production processes to achieve net-zero carbon emissions across their enterprises and supply chains.

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