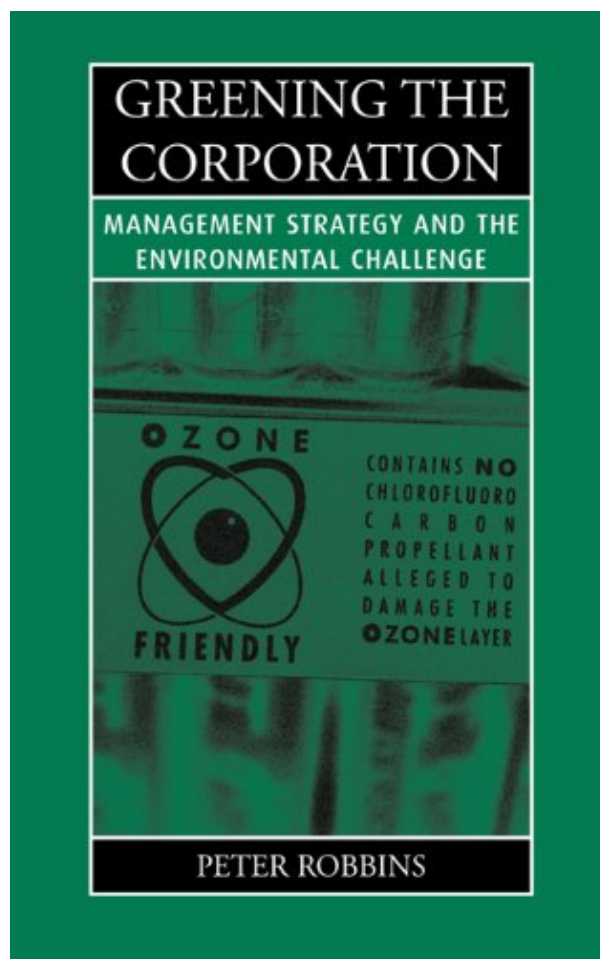
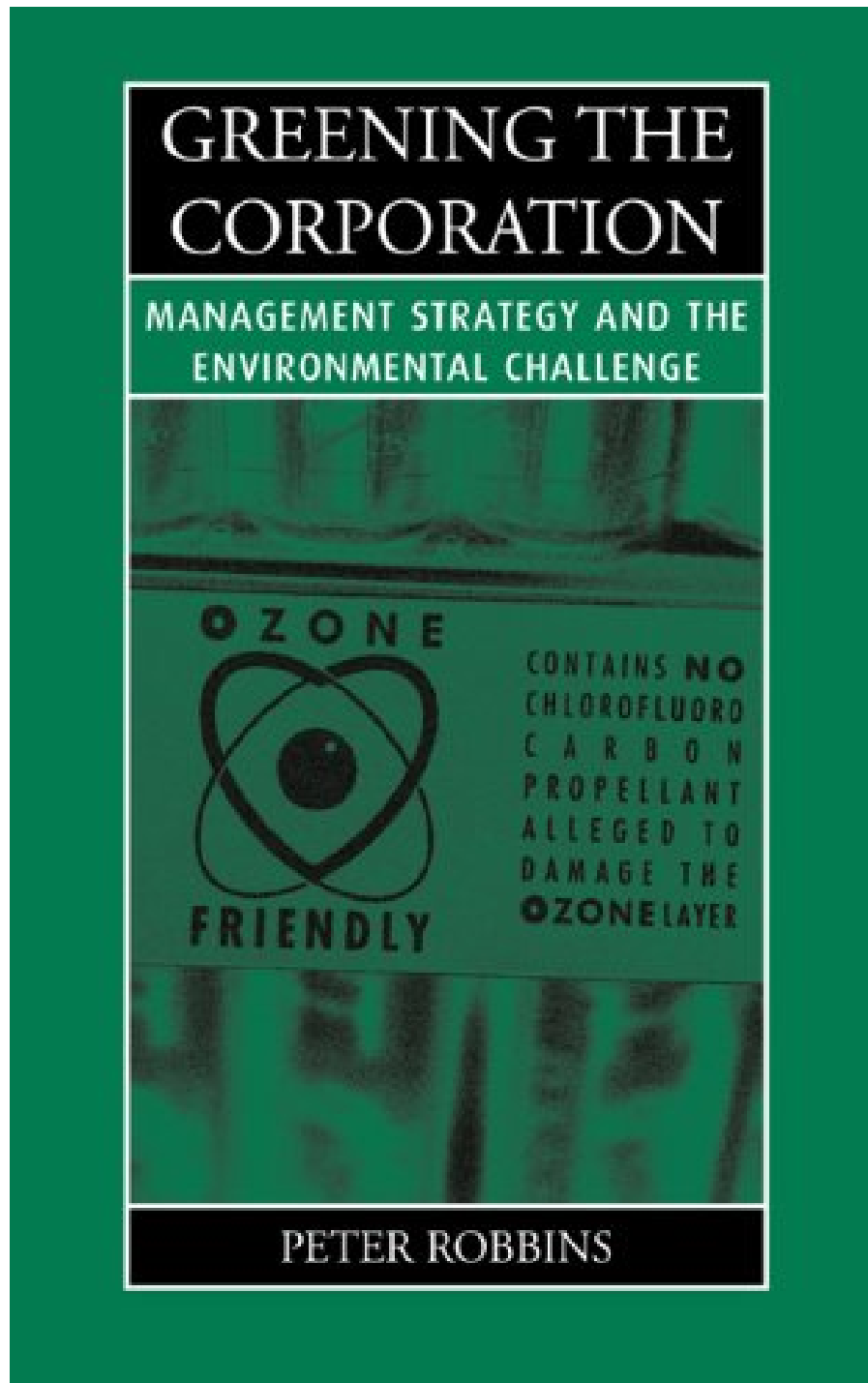


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MANAGEMENT STRATEGY AND THE
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Review

'A well structured book written in an easily accessible style. It presents a welcome sociological view of the greening of corporations, using the theory of ecological modernization as a framework of analysis and explanation for corporate responses to the environmental challenge.' Business Strategy and the Environment Journal

About the Author

Peter Robbins is a lecturer in sociology in the Institute of Water and Environment at Cranfield University.

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Corporate responses to environmental challenges are often held directly or indirectly responsible for significant worldwide environmental destruction. Corporations are beginning to respond to environmental and social concerns and are taking these into account. This process, known as the greening of the corporation is fraught with contradictions since the foremost aim of corporations is to earn profits. Robbins analyses the approaches of four major international companies: ARCO Chemical; Ben & Jerry's; Shell; and The Body Shop.

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