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""Conclusion""; ""Acknowledgments""; ""Notes""; ""References""; ""Part II. Market Structures and Strategies""; ""Chapter 5. Why Multinational Corporations Still Need to Keep It Local: Environment, Operations, and Ownership in the Hospitality Industry""; ""Introduction""; ""The U.S. Hospitality Industry""
 ""Corporate Motivations to Adopt Sustainability""""Managerial and Policy Implications""; ""Conclusion""; ""Acknowledgments""; ""References""; ""Chapter 6. The Evolution of the Green Building Supply Industry: Entrepreneurial Entrants and Diversifying Incumbents""; ""Introduction""; ""How New Industries Evolve""; ""The U.S. Green Building Supply Industry""; ""Conclusion""; ""References""; ""Chapter 7. Individual Projects as Portals for Mainstreaming Niche Innovations""; ""Introduction""; ""From Green Niches to Regime Change: The Role of Projects""
 ""A Competition to Design and Construct a New Town Hall""""How Niche and Regime Influenced the Project""; ""Influences of Niche-Regime Interaction on Project Sustainability""; ""Conclusion: Projects as Portals for Mainstreaming Sustainable Construction""; ""Notes""; ""References""; ""Part III. Operational, Organizational, and Cultural Change""; ""Chapter 8. Empowering the Inhabitant: Communications Technologies, Responsive Interfaces, and Living in Sustainable Buildings""; ""Introduction""; ""The North House""; ""Conclusion: Prospects for Active Design Research""; ""Acknowledgments""
 ""References""

Sommario/riassunto

"Buildings are the nation's greatest energy consumers. Forty percent of all our energy is used for heating, cooling, lighting, and powering machines and devices in buildings. And despite decades of investment in green construction technologies, residential and commercial buildings remain stubbornly energy inefficient. This book looks beyond the technological and material aspects of green construction to examine the cultural, social, and organizational shifts that sustainable building requires, examining the fundamental challenge to centuries-long traditions in design and construction that green building represents. The contributors consider the changes associated with green building through a sociological and organizational lens. They discuss shifts in professional expertise created by new social concerns about green building, including evolving boundaries of professional jurisdictions; changing industry strategies and structures, including the roles of ownership, supply firms, and market niches; new operational, organizational, and cultural arrangements, including the mainstreaming of environmental concerns; narratives and frames that influence the perception of green building; and future directions for the theory and practice of sustainable construction. The essays offer uniquely multidisciplinary insights into the transformative potential of green building and the obstacles that must be overcome to make it the norm."--Provided by publisher.