

1. Record Nr.	UNINA9910462851303321
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Titolo	Greening business [[electronic resource]] : research, theory, and practice / / Ian Worthington
Pubbl/distr/stampa	Oxford, : Oxford University Press, 2013
ISBN	1-283-91918-4 0-19-164138-3
Descrizione fisica	1 online resource (297 p.)
Disciplina	658.4083
Soggetti	Business enterprises - Environmental aspects Environmental responsibility Social responsibility of business Environmental protection Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliography (p. [239]-272) and index.
Nota di contenuto	Cover; CONTENTS; LIST OF FIGURES; LIST OF TABLES; LIST OF BOXES; SECTION ONE: MAPPING THE TERRITORY; 1. Organizations and the natural environment: the two faces of business; SECTION TWO: GREENING BUSINESS IN CONTEXT; 2. The emergence of corporate environmentalism; 3. Government, business, and the natural environment: policy instruments; SECTION THREE: THEORETICAL AND EMPIRICAL PERSPECTIVES; 4. Why firms go 'green': drivers and motivations; 5. Models of corporate greening; 6. Examining the business case for corporate greening; 7. SMEs and the environment SECTION FOUR: GREENING BUSINESS IN PRACTICE8. Green strategies; 9. Environmental management systems; 10. Greening business functions; SECTION FIVE: CONCLUSION; 11. Towards the ecologically sustainable business organization?; REFERENCES AND FURTHER READING; INDEX; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Z
Sommario/riassunto	Environmental protection has increasingly become a business issue at both the strategic and operational level for businesses of all sizes and across all continents. Greening Business is a comprehensive and highly contemporary analysis of the business/natural environment interface.

Supported by numerous examples of current environmental practices in industry and commerce, the book examines why, when, and how businesses have responded to the growing pressures from governments, citizens, and other stakeholders to improve on their environmental performance. Focusing on the firm as the primary unit