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Titolo	Greening the firm : the politics of corporate environmentalism // Aseem Prakash
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Nota di contenuto	; 1. Greening the firm: an introduction -- Beyond-compliance: an overview -- "Unpacking" the firm -- Research design and methods -- Case selection -- Organization of the book -- ; 2. Environmental policymaking within firms -- New-institutionalism -- Nature of goods and services -- Notions of efficiency and capital budgeting -- Firms as composite actors -- ; 3. Baxter and Lilly: evolution of environmental programs -- Baxter: an overview -- Evolution of environmental programs -- Organizational structure -- Eli Lilly: an overview -- Evolution of environmental programs -- Organizational structure -- Baxter and Lilly: a comparison of environmental organization -- ; 4. Baxter and Lilly: case studies -- Underground storage tanks -- The Toxic Release Inventory and the 33/50 programs -- Responsible Care -- "Green products" -- Environmental audits -- ISO 14000

environmental management standards -- ; 5. Beyond-compliance: findings and conclusions -- Theoretical implications -- Policy implications -- Limitations and future research.

Sommario/riassunto

Over the last two decades environmental issues have become important in public and business policy. This book asks why firms sometimes voluntarily adopt environmental policies which go beyond legal requirements. It employs a new-institutionalist perspective, and argues that existing explanations, especially from neoclassical economics, concentrate on external factors at the expense of internal dynamics. Prakash argues that 'beyond-compliance' policies are due to two types of intra-firm processes, which he describes as power- and leadership-based. His argument is supported by analysis of ten cases within two firms - Baxter International Inc. and Eli Lilly and Company - including interviews with managers, and access to meetings and documents. This book therefore examines the internal working of firms' environmental policy in a theoretically rigorous way, providing a significant contribution to the theory of the firm. It will be valuable for students of business and environmental studies, as well as political economy and public policy.
