

1. Record Nr.	UNINA9910811594903321
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Titolo	Principles of ecology and management : international challenges for future practitioners // Alan Sitkin
Pubbl/distr/stampa	Woodeaton, Oxford, : Goodfellow Pub., c2011
ISBN	1-283-11380-5 9786613113801 1-906884-82-X 1-906884-43-9 600-00-4038-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (284 p.)
Disciplina	658.4083
Soggetti	Ecology Environmental ecology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Foreword -- Preface -- 1 Introduction to Ecology and Management -- The ecological mindset -- Basic science for managers -- The estrangement of management and ecology -- Case study: Detroit focuses on SUVs not survival -- 2 Resource Depletion -- Energy inputs -- Non-energy inputs -- Case study: Peak oil -- 3 Pollution -- Pollution sources -- Environmental impacts -- Sectoral factors -- Case study: Stealing South Africans against pollution -- 4 Environmental Economics and Politics -- Environmental economics -- Environmental politics -- Case study: Making Britain's green and sceptr'd isle -- 5 Corporate Greening Strategies -- Implementing the transition -- Controls and measurements -- Case study: Lenovo and its Greenpeace rankings -- 6 Green Operations -- Knowledge management -- Value chain functions -- Case study: BASF has a brand new bag -- 7 Green Marketing -- Green consumption -- Corporate green marketing approaches -- Case study: Wal-mart eats its greens -- 8 Ecology and International Business -- Multinational enterprises and the environment -- International dilemmas -- Case study: Chinese greens -- 9 Green Sectors for the Future -- Staples -- Living patterns -- Case study:

Cybertran's foray into light rail -- 10 Clean Energy and New Ventures
-- Clean energy -- Launching new ventures -- Case study: Birthing
green energy ventures -- References -- Glossary -- Index.

Sommario/riassunto

An environmental business book written by a business school professor
for business school students.