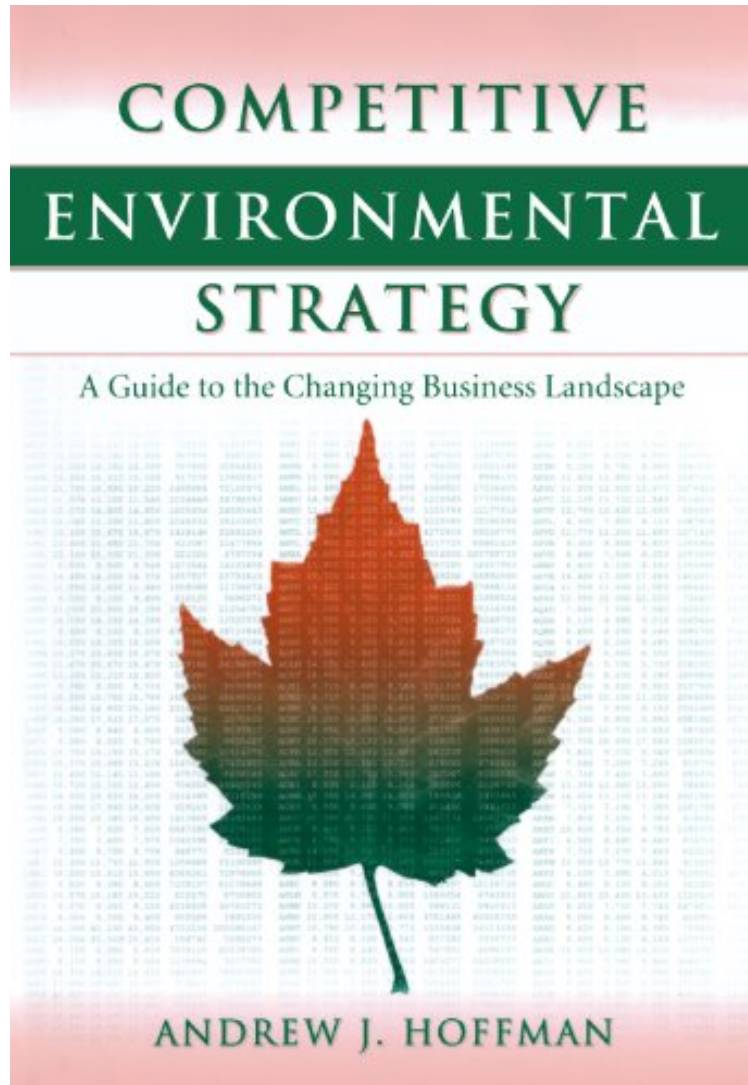


Competitive Environmental Strategy: A Guide To The Changing Business Landscape

Andrew J. Hoffman

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Andrew J. Hoffman : Competitive Environmental Strategy: A Guide To The Changing Business Landscape before purchasing it in order to gage whether or not it would be worth my time, and all praised Competitive Environmental Strategy: A Guide To The Changing Business Landscape:

Environmental concerns can greatly affect business success, regardless of whether a business person or corporation shares those concerns. Today's corporate managers must understand the power of environmental issues, and shift their

mindset from one focused on environmental "management" to one focused on strategy. Competitive Environmental Strategy examines the effects of environmentalism on corporate management, explaining how and why environmental forces are driving change and how business managers can think about environmental issues in a strategic way. The author discusses: the evolving drivers of corporate environmental strategy, including regulators, shareholders, buyers and suppliers, insurers, investors, and consumers how environmentalism alters basic conceptions of competitive strategy and organizational design how external institutions create both opportunity and limitations for environmental strategy how environmental threats can be incorporated into risk management, capital acquisition, competitive position, and other management concerns The book ends with an overall discussion of competitive environmental strategy and draws connections to the emerging issue of sustainable development. Each chapter features insets that ask fundamental questions about the relationship between environmental protection and business strategy, and ends with a list of additional recommended readings. Every individual who wishes to engage in business management in the 21st century will need an appreciation for the implications of environmental issues on corporate activities, and vice-versa. Competitive Environmental Strategy offers a valuable overview of the subject, and provides a wealth of real-world examples that demonstrate the validity and applicability of the concepts for business people, clearly showing how managers are turning an understanding of environmental issues to competitive advantage.

...outstanding, and provides a thorough discussion of the principal issues involved in understanding the implications of environmental issues from a strategic management perspective...a very enjoyable book to read. --Eco-Management and Auditing...a comprehensive survey of what environmental strategy means for firms that decide to embrace the challenges - and opportunities - associated with the imperative to avoid causing additional environmental damage. --Consulting to Management...tries to break down the disassociation [between environmental protection and business management] by analyzing a wide variety of case studies through which corporations show that they can be profitable and environmentally protective. --EnvironmentAbout the Author Andrew J. Hoffman is Professor of Management at Boston University and author of From Heresy to Dogma (Jossey-Bass, 1997) and editor of Global Climate Change (Jossey-Bass, 1998).