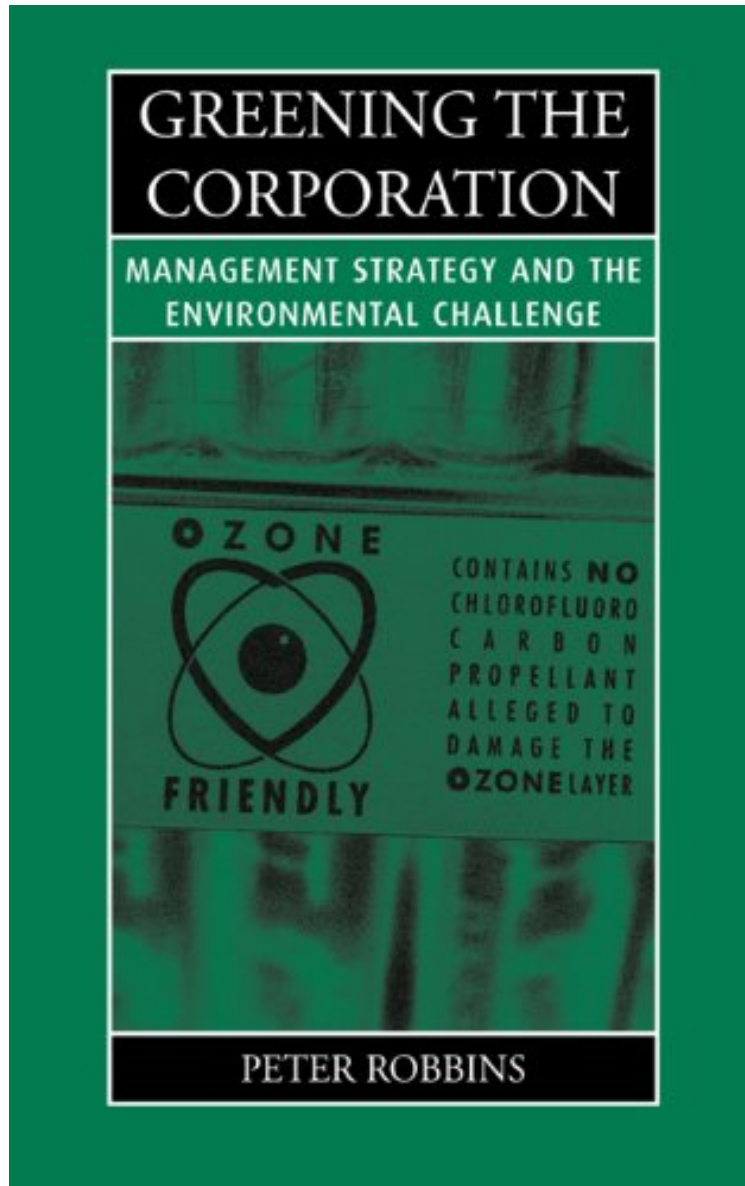


# Greening the Corporation: Management Strategy and the Environmental Challenge

*Peter Thayer Robbins*

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**Peter Thayer Robbins : Greening the Corporation: Management Strategy and the Environmental Challenge** before purchasing it in order to gage whether or not it would be worth my time, and all praised Greening the Corporation: Management Strategy and the Environmental Challenge:

Corporate responses to environmental challenges are often held directly or indirectly responsible for significant worldwide environmental destruction. Corporations are beginning to respond to environmental and social concerns and are taking these into account. This process, known as the greening of the corporation is fraught with contradictions since the foremost aim of corporations is to earn profits. Robbins analyses the approaches of four major international companies: ARCO Chemical; Ben Jerry's; Shell; and The Body Shop.

'A well structured book written in an easily accessible style. It presents a welcome sociological view of the greening of corporations, using the theory of ecological modernization as a framework of analysis and explanation for corporate responses to the environmental challenge.' *Business Strategy and the Environment Journal*  
About the Author Peter Robbins is a lecturer in sociology in the Institute of Water and Environment at Cranfield University.