

The book was found

Eco-Business: A Big-Brand Takeover Of Sustainability (MIT Press)



Synopsis

McDonald's promises to use only beef, coffee, fish, chicken, and cooking oil obtained from sustainable sources. Coca-Cola promises to achieve water neutrality. Unilever seeks to achieve 100 percent sustainable agricultural sourcing by 2020. Walmart has pledged to become carbon neutral. Big-brand companies seem to be making commitments that go beyond the usual "greenwashing" efforts undertaken largely for public-relations purposes. In *Eco-Business*, Peter Dauvergne and Jane Lister examine this new corporate embrace of sustainability, its actual accomplishments, and the consequences for the environment. For many leading-brand companies, these corporate sustainability efforts go deep, reorienting central operations and extending through global supply chains. Yet, as Dauvergne and Lister point out, these companies are doing this not for the good of the planet but for their own profits and market share in a volatile, globalized economy. They are using sustainability as a business tool. Dauvergne and Lister show that the eco-efficiencies achieved by big-brand companies limit the potential for finding deeper solutions to pressing environmental problems and reinforce runaway consumption. Eco-business promotes the sustainability of big business, not the sustainability of life on Earth.

Book Information

Series: MIT Press

Paperback: 208 pages

Publisher: The MIT Press (August 21, 2015)

Language: English

ISBN-10: 0262528339

ISBN-13: 978-0262528337

Product Dimensions: 5.4 x 0.5 x 8 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #716,511 in Books (See Top 100 in Books) #209 inÂ Books > Business & Money > Processes & Infrastructure > Green Business #565 inÂ Books > Business & Money > Economics > Sustainable Development #673 inÂ Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Environmental Policy

Customer Reviews

Are the authors for eco-business or not? They certainly make it very clear in the beginning that they are not for the big brand takeover of eco-business, but then continue to expound upon the positive

effects of big brand take over of eco-business. Very quick and easy read with nifty facts tucked into each chapter on big brand takeover, but it does leave you feeling hollow and unconvinced of the authors' prognosis.

I have been a follower and even a proponent of corporate sustainability strategy for a number of years. This book provides a cogent and important counterpoint to an increasingly strong line of thinking that we can have win-win solutions to environmental problems. I teach in the business school and have earned a graduate degree in business and I have a background in environmental science. I would say that the authors cautioning of the true motivations of corporations and we can realistically expect them to accomplish is well-founded and we should all keep it close on the long road ahead. Without a doubt, sustainable future is not possible without corporations and big brands being a critical part of it and integrating sustainability into their business strategy and operations. But we must see that as just one part of a more holistic transformation that must involve nongovernmental organizations, civil society, government, our school systems, etc. I would strongly recommend this book and after having read many corporate sustainability books, I think it stands alone in its critique of sustainability strategy in business. It is a cautionary tale and a very important one.

A well written text, based on data, creating an evidence based point of view! Makes you wonder about the real fundaments of our society!!

[Download to continue reading...](#)

Eco-Business: A Big-Brand Takeover of Sustainability (MIT Press) The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Sustainability: The MIT Press Essential Knowledge Series Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) The Meat Racket: The Secret Takeover of America's Food Business Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (MIT Press) The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Designing

Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)
A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century
Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty
Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition How to
Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The Brand
Mapping Strategy: Design, Build, and Accelerate Your Brand The 1 Day Brand: Learn How To Build
A Physical Product Brand In One Day Brand-new Pencils, Brand-new Books (Gilbert and Friends
(Paperback)) Deadly Monopolies: The Shocking Corporate Takeover of Life Itself--And the
Consequences for Your Health and Our Medical Future Dethroning the King: The Hostile Takeover
of Anheuser-Busch, an American Icon

[Dmca](#)