

Eco-Business: A Big-Brand Takeover of Sustainability ...
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Eco-Business: A Big-Brand Takeover of Sustainability ...
Peter Dauvergne is Professor of International Relations at the University of British Columbia. He is the author of *The Shadows of Consumption: Consequences for the Global Environment* and *Eco-Business: A Big-Brand Takeover of Sustainability* (with Jane Lister), both published by the MIT Press.

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As Peter Dauvergne and Jane Lister make clear in their opening pages, what they call eco-business is the takeover of the concept of sustainability and its use as a business tool for control and growth, aiming for sustainability of the business first and the planet second.

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Eco-Business provides a wealth of examples of the business actions of all the big players from Walmart and McDonald's through to Ikea and Unilever: if you want to know how Coca-Cola manages its water supply, this is the book to read. The authors are detailed and precise in issues such as where companies have achieved their own sustainability targets and where they have fallen short—all of ...

Eco-Business: A Big-Brand Takeover of Sustainability (The ...
Eco-Business: A Big-Brand Takeover of Sustainability After decades of mostly greenwashing efforts, big-brand companies like Walmart, Nike, Coca-Cola, and McDonald's are now competing surprisingly hard to position themselves as "sustainability leaders" - adopting farsighted goals and driving change through core operations and global supply chains.

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Eco-Business | The MIT Press

Eco Business: A Big-Brand Takeover of Sustainability. Authors: Peter Dauvergne, Jane Lister. Pub: MIT Press. Price: US\$24.95/£17.95. BUY. In Eco-Business's opening chapter, authors Dauvergne and Lister claim they will reveal that big brands' interest in sustainability is 'actually increasing risks and adding to an ever-mounting global crisis', a statement that I well believe could be true.

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