



Greening the Corporation: Management Strategy and the Environmental Challenge

Peter Thayer Robbins

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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.

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