DESCRIPTION

This book is organized around three classic global needs shared by both business strategists and environmental leaders: achieving compliance, recognizing business opportunity, and answering public expectations. The cases compiled in this text address these concerns. The goals of the authors are to reach both experienced managers and newcomers to the field of environmental business strategy; to publish cases that respect the full range of management responsibilities, from basic civil laws of government to those facing competitors and customers; and, to mix the case work with an appealing conceptual narrative.

ABOUT THE AUTHOR

Bruce W. Piasecki, PhD, is Director of the Environmental Management Program, Lally Management Center, Rensselaer Polytechnic Institute. He is also the founder and President of the American Hazard Control Group, an environmental management consulting firm whose clients include the American Plastics Council, the New York State Energy Research and Development Authority, Hoechst Celanese, the United States Congress, and the EPA. He is the editor of the Journal of Corporate Environmental Strategy and the author of many influential books and articles on environmental management issues. Other prestigious titles by Dr. Piasecki include Beyond Dumping, America's Future in Toxic Waste Management, and In Search of Environmental Excellence which received the Nature Society Book of the Year Award for 1990.


### FEATURES

- Insights and collected lessons learned from the field make up the text. Practitioners and educators involved in the actual business of environmental management write for the text.

- Three part format (Achieving Compliance, Recognizing Business Opportunity, Answering Public Expectations) that clearly articulates the three major facets of environmental leadership.

- "Suggestions for further reading" presented at the end of each part.

- Executive Spotlights give perspectives of organizational leaders in the environmental management field.

- Case studies of varying length and depth, as well as three (3) longer integrative cases, provide students and readers with a full representation of real choices, problems, and solutions.

- Insightful follow up questions in every section allow the reader to examine further the implications of the readings.

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