Competitive Environmental Strategy: A Guide to the Changing Business Landscape


A study by the World Resources Institute found that only 16 percent of business schools have incorporated business/environment subjects into their core curricula and that most M.B.A. students have not been trained in sustainability or environmental or social reporting. In essence, the environmental aspects of business management are set aside to the benefit of the core task of ensuring profits, competitive advantage, and returns on investment.

Competitive Environmental Strategy tries to break down this disassociation by analyzing a wide variety of case studies through which corporations show that they can be profitable and environmentally protective. Andrew J. Hoffman looks critically at regulation, international agreements, resource management constraints, and market and social drivers and provides a variety of illustrations of how companies are responding. Essentially, profitmaking remains the unambiguous norm; ecoefficiency is praised only when it cuts costs and saves forests or carbon combustion. Social responsibility is avoided unless reputations are at stake.

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