

WHERE SCIENCE AND POLICY MEET

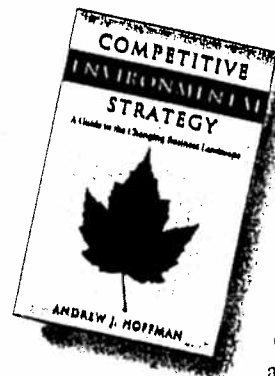
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**COMPETITIVE ENVIRONMENTAL  
STRATEGY: A GUIDE TO THE  
CHANGING BUSINESS LANDSCAPE**

by Andrew J. Hoffman; *Island Press*,  
Washington, D.C., 2000; 288 pp.,  
\$60.00 cloth (ISBN 1-55963-771-4),  
\$30.00 paper (ISBN 1-55963-772-2)

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. stu-  
dents 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 vari-  
ety of illustrations of how companies  
are responding. Essentially, profitmak-  
ing 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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