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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.. Jane Lister, a Senior Research Fellow at the Liu Institute for Global Issues, is a sustainability ...

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ECO-BUSINESS: A Big-Brand Takeover of Sustainability . by Peter Dauvergne and Jane Lister . MIT Press, hb, 17.95 [pounds sterling] Ever wondered if corporate behemoths such as Nike and Coca-Cola, which announce their sustainability programmes with such pride, have suffered much for their noble deeds?

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Eco-Business: A Big-Brand Takeover of Sustainability. By Peter Dauvergne and Jane Lister MIT Press, 208pp, £17.95 ISBN 9780262018760 Published 4 April 2013

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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 ...

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Eco-Business: A Big-Brand Takeover of Sustainability On the surface the prospects appear enticing and benefits are certainly resulting. Governments and advocacy groups are eagerly partnering to lend the companies credibility and leverage the governance potential.

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Today, big-brand companies seem to be making commitments that go beyond the usual "greenwashing" efforts undertaken largely for public relations purposes. In Eco-Business, Peter Dauvergne and Jane Lister examine this new corporate embrace of sustainability, its actual accomplishments, and the consequences for the environment.

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