



HOW TO COMMUNICATE
YOUR COMPANY'S
ENVIRONMENTAL
COMMITMENT

GOING GREEN

E. BRUCE HARRISON

Going Green How To Communicate Your Companys Environmental Commitment

E. Bruce Harrison



Going Green How To Communicate Your Companys Environmental Commitment:

Going Green E. Bruce Harrison, 1993 *Going Green* shows corporations how to design implement and sustain a successful corporate communications program that is environmentally responsible This premier resource also reveals how going green is related to customer loyalty and higher profits With a seven step quality process to make communication pollutant free readers can secure a positive place with regard to environmental awareness action and improvement **Essential**

Concepts of Environmental Communication Pat Brereton, 2022-04-19 This book draws on a broad spectrum of environmental communications and related cross disciplinary literature to help students and scholars grasp the interconnecting key concepts within this ever expanding field of study Aligning climate change and environmental learning through media and communications particularly taking into account the post COVID challenge of sustainability remains one of the most important concerns within environmental communications Addressing this challenge *Essential Concepts for Environmental Communication* synthesises summary writings from a broad range of environmental theorists while teasing out provocative concepts and key ideas that frame this evolving multi disciplinary field Each entry maps out an important concept or environmental idea and illustrates how it relates more broadly across the growing field of environmental communication debates Included in this volume is a full section dedicated to exploring what environmental communication might look like in a post COVID setting Offers cutting edge analysis of the current state of environmental communications Presents an up to date exploration of environmental and sustainable development models at a local and global level Provides an in depth exploration of key concepts across the ever expanding environmental communications field Examines the interaction between environmental and media communications at all levels Provides a critical review of contemporary environmental communications literature and scholarship With key bibliographical references and further reading included alongside the entries this innovative and accessible volume will be of great interest to students scholars and practitioners alike

Constructing Corporate America Kenneth Lipartito, David B. Sicilia, 2004-05-27 Why and how has the business corporation come to exert such a powerful influence on American society The essays here take up this question offering a fresh perspective on the ways in which the business corporation has assumed an enduring place in the modern capitalist economy and how it has affected American society culture and politics over the past two centuries The authors challenge standard assumptions about the business corporation s emergence and performance in the United States over the past two centuries Reviewing in depth the different theoretical and historiographical traditions that have treated the corporation the volume seeks a new departure that can more fully explain this crucial institution of capitalism Rejecting assertions that the corporation is dead the essays show that in fact it has survived and even thrived down to the present in part because of the ways in which it has related to its social political and cultural environment In doing so the book breaks with older explanations ground in technology and economics and treats the corporation for the first time as a fully social institution

Drawing on a variety of social theories and approaches the essays help to point the way toward future studies of this powerful and enduring institution offering a new periodization and a new set of question for scholars to explore The range of essays engages the legal and political position of the corporation the ways in which the corporation has been shaped by and shaped American culture the controversies over corporate regulation and corporate power and the efforts of minority and disadvantaged groups to gain access to the resources and opportunities that corporations control

Essays on Sustainability and Management Runa Sarkar,Annapurna Shaw,2017-05-25 This book offers a comprehensive overview of sustainability and management in India and through its insightful essays highlights the complex and multifaceted nature of sustainability as a concept It also demonstrates the debates surrounding the concept of sustainability and its ramifications for ground level practice in managing organisations and for public policy The contributions from sustainability enthusiasts practitioners from disparate fields and academics working at the Indian Institute of Management Calcutta have been divided into five themes 1 sustainability as a normative concept 2 sustainability concept at the global level 3 sustainability practices in Indian organisations and consumer behaviour 4 sustainability corporate governance and corporate social responsibility and 5 sustainability a critique of organisational practice and government regulation The themes reflect both new and continuing issues confronting management in the country today Examples and in depth studies make it relevant to the grounded reality in India The expertise and experience of the contributors ensure that readers are left with a grasp of our current understanding of how sustainability is related to society and business the direction this understanding will take in the future

Covering the Environment Bob Wyss,2010-09-28 Covering the Environment serves as a primer for future and current journalists reporting on environmental issues across all types of media This practical resource explains the primary issues in writing on the environment identifies who to go to and where to find sources and offers examples on writing and reporting the beat It also provides background to help environmental journalists identify their audiences and anticipate reactions to environmental news This primer emphasizes the role of environmental journalists not as environmental advocates but as reporters attempting to accurately and fairly report the news Contents include An overview and history of the environment and journalism spotlighting the most significant issues in the beat Guidance on understanding environmental and health science ranging from issues of risk to scientific research and studies to interviewing scientists Insights into government and regulatory communities and environmental advocates on all sides of the political spectrum Assistance in accessing public records and conducting computer assisted reporting Guidance in writing the story for print broadcast and Internet audiences An examination of the future of journalism and coverage of the environment Observations and story excerpts from experienced journalists provide a real world component illuminating the practice of environmental journalism Additional features in each chapter include study questions story assignments and resources for additional information The book also provides a glossary of environmental science regulator and journalism terms as well as a reference

section and index This resource has been developed to train advanced undergraduate and graduate journalism students to cover the science and environment community writing print and broadcast stories to a general audience It also serves as a guide for working journalists who cover the environment in their work **Climate Change and Business** Teresa da Silva Lopes,Paul Duguid,Robert Fredona,2025-04-30 Climate change is the greatest market failure in world history and thus the most urgent challenge in the world of business for the foreseeable future This book brings together experts to shed light on the historical impact of business on climate change and of climate change on business The book shows how corporate responses to climate change emerged out of earlier environmental concerns regulatory frameworks and in many cases already established business strategies Contributors to the book analyse the evolution of business strategies to navigate environmental challenges even before climate crisis was widely recognised as an urgent concern The historical insights presented by this book will be essential reading for business historians as well as students scholars and reflective practitioners with an interest in the environment political economy business strategy and risk management

Environmental Principles and Policies Sharon Beder,2013-11-05 Environmental Principles and Policies uses environmental and social principles to analyse the latest wave of economic based and market orientated environmental policies currently being adopted around the world This book provides an in depth examination of six key principles that have been incorporated into international treaties and the national laws of many countries ecological sustainability the polluter pays principle the precautionary principle equity human rights public participation These principles are then used to evaluate a range of policies including pollution charges emissions trading water markets biodiversity banks and tradable fishing rights Environmental Principles and Policies is easily accessible using non technical language throughout and in what sets it apart from other books on environmental policy making it takes a critical and interdisciplinary approach It does not set out policies in a descriptive or prescriptive way but analyses and evaluates policy options from a variety of perspectives This enables readers to gain a thorough grasp of important principles and current policies as well as demonstrating how principles can be used to critically assess environmental policies **Green Backlash** Andrew Rowell,2017-09-25 The tide is turning against environmentalism as the political right industry and governments fight back Green Backlash is a controversial expose of the anti environmental movement Tracing the rise of the backlash from the Wise Use movement in the USA the author reveals its rapid spread worldwide the anti roads movement in the UK forestry debates in Canada and Australia marine resource issues in Europe South East Asia and controversies such as the Brent Spar The backlash is set to get worse as the resource wars intensify This book offers a greater understanding of the challenges and threats facing global environmentalism concluding that the environmental movement now has a chance to re evaluate and change for the better to beat the backlash a chance that must not be missed **Leadership Communication** E. Bruce Harrison,Judith Mühlberg,2014-09-05 My graduate students like this book s real world focus on public relations as a strategic role in the C suite Ron Culp professional director

Public Relations former Senior Vice President Chief Communication Officer Sears Leadership in Communication is a cogent bright easily readable definition of what corporate communicators do More than that it s an uncommonly careful look at how strategic communication defines drives and creates value for a commercial enterprise its employees its owners and those whom they serve James S O Rourke IV PhD Professor of Management Mendoza College of Business University of Notre Dame The quality of leadership in any organization business social military and government is enhanced or limited by the quality of its leadership communication The authors assert that leadership is given force by strategic communication that produces results required in competitive conditions For the professional in enterprise communication this brings into focus two questions What is the relevance of communication in the leadership process of reaching best achievable outcomes BAOs And how does the primary communication professional attain expertise and success in a leadership position This book provides insights and guidance on functioning at the highest levels of the corporate communications profession The Corporate Planet Joshua Karliner,1997 Citing case histories such as Chevron Shell and Mitsubishi CORPORATE WATCH editor Joshua Karliner brilliantly exposes how transnationals aided by free trade agreements World Bank policies and massive consumer campaigns play central roles in environmental destruction This important and timely book is a significant contribution to the battle against irresponsible corporate behavior Institutions in Environmental Management Janne Hukkinen,2006-09-27 This work explores the difficulties of solving contemporary environmental problems within existing global institutions It questions guidelines set out in recent influential policy reports and suggests new agendas for sustainability industrial ecology and institutional reform Including case studies from the USA Europe and China this book investigates a wide range of environmental problems presently confronting experts worldwide **A Thousand Shades of Green** Peter Winsemius,Ulrich Guntram,2013-06-17 What does it mean for the environment is a strategic corollary of almost any significant business decision today and companies must take seriously their responsibilities to regulators customers employees and the wider society A Thousand Shades of Green is aimed at business leaders in need of a clear understanding of the key corporate environmental challenges and the insight and vision to meet them imperatives such as engaging stakeholders and developing partnerships understanding the policy making process forming corporate responses and drafting environmental management strategies with the promise of genuine competitive advantage for their companies Drawing on their extensive consultancy experience with some of the most progressive companies around the world the authors examine why and how businesses must confront the rapidly developing agenda set by environmental constraints and social and regulatory pressure They identify the corporate environmental challenge with that of change management and advocate a recognition that there is no single strategy or endgame applicable to all companies there are a thousand shades of green Only by pursuing thorough reflective consistent competitive and proactive strategies will businesses be able to avoid being embroiled in costly and complex reactive approaches **Information and Communication Technology for**

Competitive Strategies (ICTCS 2022) Amit Joshi,Mufti Mahmud,Roshan G. Ragel,2023-05-30 This book contains best selected research papers presented at ICTCS 2022 Seventh International Conference on Information and Communication Technology for Competitive Strategies The conference will be held in Chandigarh India during 9 10 December 2022 The book covers state of the art as well as emerging topics pertaining to ICT and effective strategies for its implementation for engineering and managerial applications This book contains papers mainly focused on ICT for computation algorithms and data analytics and IT security The work is presented in two volumes

The Complete Beginner's Guide to Starting Your Own Window Cleaning Business Barrett Williams,ChatGPT,2024-11-25 Unlock the door to your entrepreneurial dreams with **The Complete Beginner's Guide to Starting Your Own Window Cleaning Business** This comprehensive guide is your blueprint for launching a successful venture in the thriving window cleaning industry Whether you aim to target residential clientele or wish to scale skyscrapers with high rise cleaning opportunities this book covers it all Begin your journey with an insightful introduction to the industry where you will discover the entrepreneurial mindset needed to succeed and learn how to set effective business goals Navigate the choices between residential and commercial markets and explore lucrative niche opportunities such as specialty cleaning services Equip yourself with the knowledge to choose the right tools and environmentally friendly cleaning solutions keeping sustainability at the forefront of your operations Master the essentials of financial planning from accurately estimating startup costs to competitive service pricing ensuring your business is profitable from day one Navigate the legal landscape with ease by understanding how to properly register your business secure necessary licenses and protect your venture with liability insurance Craft a distinguished brand identity and leverage modern marketing strategies to build a recognizable business that attracts and retains clients As your client base grows learn how to deliver exceptional service with a focus on quality control customer feedback and long term relationships Discover efficient operations management including scheduling route planning and inventory control all to optimize daily business activities Prepare to expand your business with insightful growth strategies embracing technology that simplifies administrative tasks and enhances service offerings Engage with inspiring case studies and real life success stories that provide practical lessons and motivation **The Complete Beginner's Guide to Starting Your Own Window Cleaning Business** will guide you through every phase of starting and growing your business ensuring you re equipped for both immediate success and long term vision Begin your entrepreneurial journey today and transform clean windows into clear profits

The Routledge Handbook of Service Research Insights and Ideas Eileen Bridges,Kendra Fowler,2020-04-02 The Routledge Handbook of Service Research Insights and Ideas offers authoritative coverage of current scholarship in the expanding discipline of service research Original chapters from the world's leading specialists in the discipline explore foundations and innovations in services highlighting important issues relating to service providers customers and service design The volume goes beyond previous publications by drawing together material from different functional areas including marketing human resource

management and service process design and operations These topics are important in helping readers become knowledgeable about how different functional areas interact to create a successful customer experience This book is ideal as a first port of call for postgraduate students desiring to get up to speed quickly in the services discipline It is also a must read for academics new to services who want to access cutting edge research **The Big Stall** Donald Gutstein, 2018-10-02 In fall 2015 the newly elected Trudeau government endorsed the Paris Agreement and promised to tackle global warming In 2016 it released a major report which set out a national energy strategy embracing clean growth technological innovation and carbon pricing Rather than putting in place tough measures to achieve the Paris targets however the government reframed global warming as a market opportunity for Canada's clean technology sector The Big Stall traces the origins of the government's climate change plan back to the energy sector itself in particular Big Oil It shows how in the last fifteen years Big Oil has infiltrated provincial and federal governments academia media and the non profit sector to sway government and public opinion on the realities of climate change and what needs to be done about it Working both behind the scenes and in high profile networks Canada's energy companies moved the debate away from discussion of the measures required to create a zero carbon world and towards market based solutions that will cut carbon dioxide emissions but not enough to prevent severe climate impacts This is how Big Oil and think tanks unraveled the Kyoto Protocol and how Rachel Notley came to deliver the Business Council of Canada's energy plan Donald Gutstein explains how and why the door has been left wide open for oil companies to determine their own futures in Canada and to go on drilling new wells building new oil sands plants and constructing new pipelines This book offers the background information readers need to challenge politicians claiming they are taking meaningful action on global warming **How to Balance Sustainability with Profit in Startups** Ahmed Musa, 2024-12-25 Sustainability and profitability don't have to be at odds This book explores how startups can integrate eco friendly practices into their business models while achieving financial success Learn about innovative approaches to sustainable product design ethical sourcing and reducing your carbon footprint without compromising growth Packed with inspiring examples of companies that are thriving while making a positive impact this book is a must read for entrepreneurs committed to building a better future **Money-Making Magic: Cracking the Code to Customer Needs** Shu Chen Hou, Unlock the Secret to Financial Success with Money Making Magic Are you ready to transform your business and skyrocket your revenue In the dynamic world of entrepreneurship the key to lasting success is understanding and meeting the needs of your customers Money Making Magic Cracking the Code to Customer Needs is your ultimate guide to achieving unprecedented financial prosperity by putting your customers at the heart of your business This groundbreaking book takes you on a journey through the art and science of customer centric wealth creation From the very basics of building strong customer relationships to advanced strategies that will set you apart in your industry this comprehensive guide leaves no stone unturned Discover the magic of Creating Genuine Value Learn how to go beyond transactional interactions and forge

deep connections with your customers Understand what truly matters to them and deliver unparalleled value Mastering Customer Loyalty Cultivate unwavering loyalty that transcends price points and competition Explore the psychology behind customer behavior and uncover the secrets to long term relationships Network Marketing Excellence Leverage the power of networking and network marketing to expand your reach and influence Turn connections into thriving revenue streams Digital Marketing Domination Harness the digital landscape to maximize your online presence Craft compelling content employ cutting edge digital strategies and watch your business flourish in the digital age Persuasive Communication Master the art of persuasion ethically winning over customers with effective communication that resonates and convinces Global Expansion Explore the possibilities of taking your business global and tapping into new markets Adapt and thrive in an ever evolving global economy Money Making Magic isn't just another business book it's your roadmap to financial prosperity Whether you're an aspiring entrepreneur or a seasoned business owner this book equips you with the tools insights and strategies to turn customer needs into boundless opportunities Don't miss out on this transformative journey to unlock the true magic of financial success Your business deserves to thrive and Money Making Magic is your key to making it happen Get your copy today and start your journey towards unparalleled wealth and success Prepare to be spellbound by the possibilities as you witness the money making magic unfold before your eyes

An Integrated Approach to Environmental Management Dibyendu Sarkar,Rupali Datta,Avinandan Mukherjee,Robyn Hannigan,2015-09-30 Covers the most recent topics in the field of environmental management and provides a broad focus on the theoretical and methodological underpinnings of environmental management Provides an up to date survey of the field from the perspective of different disciplines Covers the topic of environmental management from multiple perspectives namely natural sciences engineering business social sciences and methods and tools perspectives Combines both academic rigor and practical approach through literature reviews and theories and examples and case studies from diverse geographic areas and policy domains Explores local and global issues of environmental management and analyzes the role of various contributors in the environmental management process Chapter contents are appropriately demonstrated with numerous pictures charts graphs and tables and accompanied by a detailed reference list for further readings

Eco-Friendly Workspaces: Designing Offices for Sustainability Ahmed Musa,2025-01-06 Transform the modern office into a hub of sustainability with Eco Friendly Workspaces This book explores innovative ways to design work environments that reduce waste conserve energy and promote well being From choosing sustainable materials to incorporating natural elements you'll discover how to create eco conscious spaces without compromising functionality Packed with case studies actionable tips and forward thinking solutions Eco Friendly Workspaces is perfect for business owners designers and professionals committed to a greener future Make sustainability a core part of your workplace and inspire a more responsible way to work

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