



**Myths and Realities of Business  
Environmentalism: Good Works, Good Business  
or Greenwash? (New Horizons in Environmental  
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*Kurt Strasser*

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# Myths and Realities of Business Environmentalism: Good Works, Good Business or Greenwash? (New Horizons in Environmental and Energy Law series)

*Kurt Strasser*

## **Myths and Realities of Business Environmentalism: Good Works, Good Business or Greenwash? (New Horizons in Environmental and Energy Law series) Kurt Strasser**

Many businesses profess to be voluntarily taking steps to protect the environment, and going beyond compliance with environmental regulations to do so. Kurt Strasser evaluates these claims in this timely and cutting-edge inquiry.

The author begins by analyzing whether firms with business environmentalism programs have better environmental performance records than others. He finds that the record is mixed and complex. Yet these kinds of programs are important, he argues, even if to date they have been only partially successful. He goes on to explore what policies should be adopted to promote and channel business environmentalism. The book concludes with a case study of the business community's efforts to mitigate climate change.

A nuanced look at an issue of growing concern, this volume will be of great value to anyone concerned with corporate social responsibility, whether it be from a law, business, NGO or government perspective.

### **Contents:**

Preface

1. Introduction

2. Business Environmentalism: What are Companies Doing and How is it Working?

3. Why Business Environmentalism is Important to Environmental Policy

4. New Governance Theory and Business Environmentalism

5. Supporting Environmental Management Systems with Regulatory Rewards

6. Regulating Information About Business Environmentalism

7. Business Environmentalism and Climate Change the Elephant in the Room

8. Conclusion

Bibliography

Index

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