



HOW TO COMMUNICATE
YOUR COMPANY'S
ENVIRONMENTAL
COMMITMENT

GOING GREEN

E. BRUCE HARRISON

Going Green How To Communicate Your Companys Environmental Commitment

Julia B. Corbett



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

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 [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 [A Thousand Shades of Green](#) Pieter Winsemius, Ulrich Guntram, 2002 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 [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 **Harvard Business School Core Collection**

Baker Library,1999 **Sustainability 101: A Toolkit for Your Business** Anca Novacovici,Jennifer Woofter,2008-11-01 As more and more companies recognize the benefits and necessity of going green many are asking Where do we begin To answer this critical question we've partnered with fellow consultant Jennifer Woofter to provide practical hand on ways to get started with a sustainability program At just under 200 pages in length this succinct introductory manual is designed to help organizations whether committed to going green or still trying to get on board become more socially and environmentally responsible With nearly one hundred recommendations with detailed how to instructions and websites where you can go for more information Sustainability 101 A Toolkit for Your Business is the perfect resource for employees that want to see change in their organization **Gale Environmental Sourcebook** ,1994 **The Handbook of Strategic Public**

Relations and Integrated Marketing Communications 2/E Clarke Caywood,2011-12-28 The Definitive Guide to PR and Communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your

brand and yourself for success for many years to come

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Professor CUNY Hunter College and New York University Our function s number one objective is develop and successfully execute communications strategies that help our companies and organizations win in the marketplace and Clarke Caywood s Handbook of Strategic Public Relations and Integrated Marketing Communications provides students of our profession the best in real world thinking and successful execution Jim Spangler Vice President Chief Communications Officer Navistar Inc

The Green Challenge to Consumer Culture Marcy Darnovsky,1996 Though many environmentalists and political activists dismiss everyday environmentalism as ineffective and self deluding this dissertation argues that it is firmly embedded in the environmental imagination and that it harbors fertile seeds of opposition to the culture of consumer capitalism and the fundamental economic arrangements that support it **Communicating Nature** Julia B.

Corbett,2006-11-06 A broader and more comprehensive understanding of how we communicate with each other about the natural world and our relationship to it is essential to solving environmental problems How do individuals develop beliefs and ideologies about the environment How do we express those beliefs through communication How are we influenced by the messages of pop culture and social institutions And how does all this communication become part of the larger social fabric of what we know as the environment Communicating Nature explores and explains the multiple levels of everyday communication that come together to form our perceptions of the natural world Author Julia Corbett considers all levels of communication from communication at the individual level to environmental messages transmitted by popular culture to communication generated by social institutions including political and regulatory agencies business and corporations media outlets and educational organizations The book offers a fresh and engaging introductory look at a topic of broad interest and is an important work for students of the environment activists and environmental professionals interested in understanding the cultural context of human nature interactions **Environmental Management and Business Strategy** Bruce

Piasecki, Kevin A. Fletcher, Frank J. Mendelson,1999 With this book you ll gain the necessary skills to develop an effective corporate environmental strategy It is organized around three classic global needs shared by both business strategists and environmental leaders achieving compliance recognizing business opportunity and answering public expectations The cases in this text are designed to reach both experienced managers and newcomers through a compelling conceptual narrative that connects basic business needs with mounting environmental and energy choices The Green Corporation Vasanthaku N. Bhat,1996-07-22 Green management or management using environmentally sensible techniques is the next major challenge for American business managers State of the art green management practices are needed to reduce pollution and to improve competitiveness by conserving resources and using the resources in a responsible manner Every functional area of the firm will participate World class practices for planning and implementation of green strategies are provided for technical production marketing and general managers Management and engineering techniques are integrated to help readers assimilate practices into their own companies Green benchmarking green value analysis and life cycle assessment are

included This work is mainly written for practicing production managers R D managers corporate managers and marketing managers who are interested in learning about green management with methods of measurements of success and methods of implementation included The work also should be of interest to scholars and students in business management [Harvard Business School Core Collection 1995](#) Baker Library,1995 **The Armchair Activist** Felice N. Schwartz,1996 The Armchair Activist gives a voice to the silent majority who are disturbed by the political swing to the extreme right but feel powerless to bring about change This groundbreaking guide empowers the reader with facts to dispel hype and letters of protest to address such vital issues as censorship deficit reduction welfare immigration civil liberties separation of church and state education and more [Ecofeminism and Globalization](#) Heather Eaton,Lois Ann Lorentzen,2003-09-08 Discusses ecofeminism in the context of the social political and ecological consequences of globalization The book includes case studies essays theoretical works and articles on ecofeminist movements from many of the world s regions including Taiwan Mexico Kenya Chile India Brazil Canada England and the United States **The Leadership Quarterly** Philip M. Podsakoff,1994 *Management for a Small Planet* W. Edward Stead,Jean Garner Stead,1996-05-22 First edition was recipient of Choice Magazine s 1992 Outstanding Academic Book AwardThis second edition of Management for a Small Planet significantly improves on what was already a must read book for students and scholars of management The authors even more skillfully address some of the most crucial business and natural environmental issues of our time in this edition and introduce new and substantially revised sections on the emerging topics of industrial ecology overconsumption and sustainability systems Carrying forward commonsense decisionmaking models and adding updated references quotes and examples this book explains in layperson s terms why businesses need to treat this planet in the words of the authors as the ultimate stakeholder Mark Starik George Washington UniversityToday s business organizations are faced with increasing environmental concerns Consumers are demanding environmentally safe products investors are demanding environmentally responsible business practices and government regulation is increasingly targeting environmental protection Is it possible for managers to make strategic decisions that are both economically successful and sensitive to the Earth s natural environment In the second edition of this award winning volume W Edward Stead and Jean Garner Stead educate managers and students of management about current national and global environmental issues particularly as they relate to business activities and management practice All of the chapters have been updated with the latest information and include helpful examples In addition two entirely new chapters have been added one on how to create a new environmentally friendly workplace and another titled Changing the Myth which explores the underlying frameworks that guide individual and collective action Coverage also includes information on industrial metabolism and biophysical socio economic moral sustainability and stakeholder management Academics in the fields of management administration organization studies policy studies public administration and political science as well as practicing managers will continue to learn from the insights this volume offers

This second edition of *Management for a Small Planet* will enable managers to achieve long term economic success within the limits of our ecosystem *Battling Big Business* Eveline Lubbers,2002 Part one analyses a wide range of corporate counter strategies against critics from relatively innocent PR measures to complete intelligence operations Part two offers tactical tools to recognize manipulative strategies and how to counter them with creativity and new media tools

Immerse yourself in the artistry of words with is expressive creation, Immerse Yourself in **Going Green How To Communicate Your Companys Environmental Commitment** . This ebook, presented in a PDF format (Download in PDF: *), is a masterpiece that goes beyond conventional storytelling. Indulge your senses in prose, poetry, and knowledge. Download now to let the beauty of literature and artistry envelop your mind in a unique and expressive way.

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