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Eco-business is not turning big brands into sustainable companies. Nor will it solve the world's environmental problems. As corporate executives readily admit, they are in the business of selling more products and are a long way from meeting their "aspirational" goals for sustainability.

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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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Eco-Business: A Big-Brand Takeover of Sustainability ...

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.

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As Peter Dauvergne and Jane Lister make clear in their opening pages, what they call eco-business is the takeover of the concept of sustainability and its use as a business tool for control and growth, aiming for sustainability of the business first and the planet second.

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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* After decades of mostly greenwashing efforts, big-brand companies like Walmart, Nike, Coca-Cola, and McDonald's are now competing surprisingly hard to position themselves as "sustainability leaders" - adopting farsighted goals and driving change through core operations and global supply chains.

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Peter Dauvergne is Professor of International Relations at the University of British Columbia. He is the author of *Environmentalism of the Rich*, *Eco-Business: A Big-Brand Takeover of Sustainability* (with Jane Lister), and *The Shadows of Consumption: Consequences for the Global Environment*, all published by the MIT Press. Jane Lister

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Eco-Business | The MIT Press

Eco Business: A Big-Brand Takeover of Sustainability. Authors: Peter Dauvergne, Jane Lister. Pub: MIT Press. Price: US\$24.95/£17.95. BUY. In Eco-Business's opening chapter, authors Dauvergne and Lister claim they will reveal that big brands' interest in sustainability is 'actually increasing risks and adding to an ever-mounting global crisis', a statement that I well believe could be true.

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