

Environmental Management: Readings and Cases, 2nd Edition

By Mike Russo

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Increased concern about the natural environment has led to an urgent call for organizations to take action toward environmental stewardship. This **Second Edition** of the groundbreaking **Environmental Management: Readings and Cases** will inspire readers to find creative solutions to the challenges of maintaining sustainable enterprise while restoring our ecological community. Featuring a highly esteemed group of contributors with content from premier journals—including *Harvard Business Review*—this comprehensive reader fills a major gap in the teaching of business and the environment.

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- More than two-thirds of the book consists of new material, addressing emerging and timely topics like environmental regulation, green marketing, environmental strategy, and more
- The book features 11 new cases, providing a platform for lively classroom discussion
- This edition adds a stronger international component, highlighting the global nature of environmental management

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
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Intended Audience

This reader serves as a stand-alone or supplemental text for upper-level

undergraduate or graduate courses such as Environmental Management, Green Marketing, Clean Production, Environmental Policy and Strategy, and other courses in business and environmental studies.

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Editorial Review

About the Author

Michael V. Russo is the Charles H. Lundquist Professor of Sustainable Management at the Lundquist College of Business at the University of Oregon. He also serves as Founding Director of the Sustainable Supply Chain Management Center at the Lundquist College. A registered professional civil engineer, he spent several years commercializing alternative energy while at Pacific Gas and Electric Company. He came to Oregon after receiving his PhD from the University of California at Berkeley in 1989.

Mike's academic research focuses on the interaction of national and international environmental, social, and political policies, and strategic management. His articles have appeared in leading scholarly journals, and his research on the bottom-line effects of corporate greening received the 1998 Moskowitz Prize in Social Investing. He has received funding from the National Science Foundation to study international voluntary environmental regulation under the ISO 14000 standards and from the Dreyfus Foundation to write business cases that incorporate green chemistry issues. One case written under the Dreyfus Foundation grant and included in this collection, "Seventh Generation: Balancing Customer Expectations with Supply Chain Realities," won the 2007 oikos Sustainability Case Writing Competition.

Mike is actively involved in profession service. Currently, he serves on the editorial boards of the *Academy of Management Journal*, the *Strategic Management Journal*, and *Organization & Environment*. In 2005, he completed his term as Chair of the Organizations and Natural Environment Interest Group of the Academy of Management.

Mike lives in Eugene with his wife Wendy and their sons Andy and David. In his spare time, he enjoys outdoor activities, reading, the arts, and a good bottle of red wine. A native San Franciscan, he is increasingly sure that his tombstone will read, "Have the Giants Won the World Series Yet?"

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