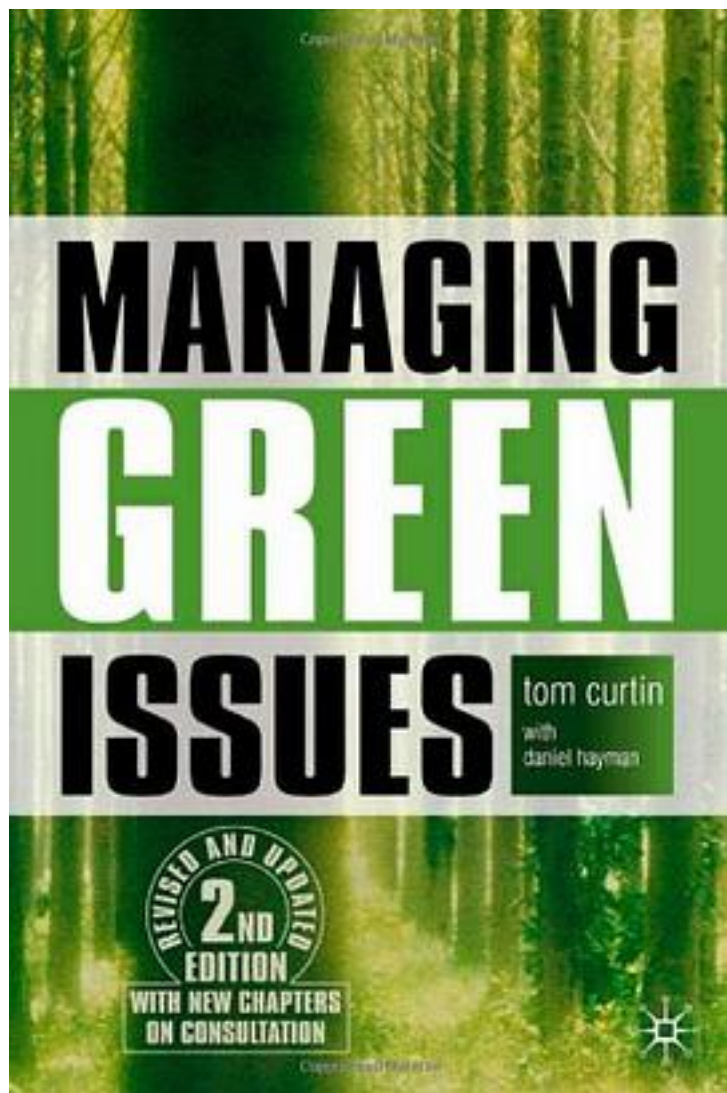


Managing Green Issues



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The management of environmental or green issues has become a key concern for many companies. Green issues have an enormous influence how an organization is seen and how its reputation is judged, and consequentially it has huge implications for the organization's success, brand values and the sales decisions of consumers towards its products. This revised and updated book contains much practical advice, with engaging case studies, and will guide the modern organization on how to channel environmental issues to gain competitive advantage.

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