Carbon Strategies: How Leading Companies Are Reducing Their Climate Change Footprint

By Hoffman, Andrew J.

University of Michigan Press, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Climate change's impacts cut across all functional areas of a business. The systematic approach proposed in this report will be very helpful to business managers concerned with integration of business activities in operations, marketing, finance, and human resources to support a consistent, pro-active strategic response to climate change." --Karen Flanders, Director, Corporate Responsibility, The Coca-Cola Company " Carbon Strategies captures the risks, and opportunities, for companies in an increasingly carbon-constrained marketplace. This book will be invaluable to any executive seeking insight into strategies for success in this changing business climate." --William L. Thomas, Americas Environment Head, Clifford Chance US LLP "For any manager who has been charged by the CEO to develop a climate change strategy, this book is for you. It offers plainspoken wisdom garnered from over 30 companies on how best to address climate change as a business issue. It takes much of the guesswork and expense out of testing unproven ideas, and puts you on the right path towards addressing this critical issue in a way that benefits the bottom line and the environment." --Fred Krupp, President, Environmental...

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