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Shell Greenpeace And Brent Spar

Frank Boons



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Shell, Greenpeace and the Brent Spar G. Jordan, 2001-08-14 The decision by multinational Shell not to dispose of the Brent Spar oil facility in the North Atlantic was taken after several occupations of the structure by Greenpeace and as a result of large scale pro Greenpeace protest in the UK Germany and other continental countries This case is often cited as showing the power of single issue pressure groups and is presented as leading to a pivotal reconsideration by big business of the importance of environmental dimensions However detailed research proves that Shell changed its mind on the Brent Spar issue because of the corporate structure of the company which meant that some parts were reluctant to bear the bad publicity Using this case study Grant Jordan considers the role of scientific advice in shaping governmental decisions on matters such as BSE GM foods global warming and the consequences of a divided scientific view He looks at the use of the media by groups and companies attempting to control the political agenda Shell, Greenpeace, and Brent Spar Stanford University. Graduate School of Business, 1996 Decommissioning the Brent Spar Paula Owen, Tony Rice, 1999-04-08 Decommissioning the Brent Spar chronicles the events leading up to the recent decision to recycle the offshore installation in a Norwegian fjord the Greenpeace campaign to stop it being dumped at sea the repercussions of Shell s decision to abort the decommissioning at the eleventh hour and the dialogue processes that have occurred to attempt to resolve the issue This book will give a balanced impartial account of the whole situation to its present day its key aim being to inform the reader about the facts and mechanisms of the dialogue process and the need to approach decisions in a different way Readers will benefit from an account of the mistakes made by both sides the input from government the scientific community the press and public and can apply this knowledge to future environmental issues **The Three Levels of Sustainability** Elena Cavagnaro, George H. Curiel, 2017-09-08 This book aims to provide the missing link in current debates around sustainability The role of business governments NGOS and multilateral institutions are widely covered and many books discuss their possible actions strategies and roles But all of these organizations are made up of individuals And it is individuals who will need to steer society and organizations toward a more just and equitable world The book takes a holistic approach to sustainable development The authors argue that this approach starts and ends with the human being They believe that the personal dimension of sustainable development has been neglected and that it is clear that sustainable societies cannot be achieved without committed individuals who are convinced of the need to be part of the sustainability project The authors frame their ideas around the Three Levels of Sustainability TLS framework which they argue addresses at least some of the weaknesses inherent in a fragmented approach to sustainability Their approach encompasses societal organizational and individual levels and by looking through the lens of how sustainability has evolved provides a roadmap for producing the kind of leaders necessary for sustainable development in all of its dimensions people planet and profit The focus on how the individual can contribute to these three dimensions is unique To arrive at this multi level and multi dimensional framework

the book introduces and analyzes theories from sustainable development corporate social responsibility and personal leadership and systemically looks for linkages between them that are useful for sustainability This framework is placed firmly in its historical context The authors are highly literate about the development and interpretations of sustainability and bring us to their current position via informed discussions on the history of economics business and environment social development the corporation and the profit principle CSR and measurement and reporting The book has been designed as both a text for students as well as those already in management and leadership positions in the private public or non profit sectors and will also prove invaluable to those wishing to familiarize themselves with sustainability

Navigating Brand Activism Jag Sheth,Can Usay,2025-07-29

In a world where brands are no longer just selling but also taking a stand Navigating Brand Activism written by leading thinkers of the marketing world is your guide to the fascinating messy and at times head shaking world of brand activism This groundbreaking book delves into the motivations behind this movement dissects potential pitfalls and celebrates triumphs This book is for anyone who wants to understand Why some purpose driven brands are winning hearts minds and market share How to differentiate your brand in a crowded marketplace through activism How to spot authentic activism from mere marketing ploys The future of brand activism and its potential to create a better world The potential downsides of brand activism including political backlash consumer boycotts and brand dilution Most importantly when and when not to engage in brand activism Whether you re a business leader a conscious consumer or simply curious about this evolving landscape this book will challenge inspire and empower you to navigate the world of woke washing and genuine advocacy

Global Strategic Management Jędrzej George Frynas,Kamel Mellahi,2015 Emphasising the essential techniques of business best practices this title offers thorough analysis and discussions on concepts such as environmental analysis strategy development and strategy implementation

The Politics of the Environment Neil Carter,2007-04-19 The continuous rise in the profile of the environment in politics reflects growing concern that we may be facing a large scale ecological crisis The new edition of this highly acclaimed textbook surveys the politics of the environment providing a comprehensive and comparative introduction to its three components ideas activism and policy Part I explores environmental philosophy and green political thought Part II considers parties and environmental movements and Part III analyses policy making and environmental issues at international national and local levels This second edition has been thoroughly updated with new and revised discussions of many topics including the ecological state ecological citizenship ecological modernisation and the Greens in government and also includes an additional chapter on Globalisation Trade and the Environment As well as considering a wide variety of examples from around the world this textbook features a glossary guides to further study chapter summaries and critical questions throughout

A Stakeholder Approach to Corporate Social Responsibility Philip Kotler,François Maon,2016-03-16

Corporate social responsibility has grown into a global phenomenon that encompasses businesses consumers governments and civil society and many organizations have adopted its

discourse Yet corporate social responsibility remains an uncertain and poorly defined ambition with few absolutes First the issues that organizations must address can easily be interpreted to include virtually everyone and everything Second with their unique often particular characteristics different stakeholder groups tend to focus only on specific issues that they believe are the most appropriate and relevant in organizations corporate social responsibility programs Thus beliefs about what constitutes a socially responsible and sustainable organization depend on the perspective of the stakeholder Third in any organization the beliefs of organizational members about their organization s social responsibilities vary according to their function and department as well as their own managerial fields of knowledge A Stakeholder Approach to Corporate Social Responsibility provides a comprehensive collection of cutting edge theories and research that can lead to a more multifaceted understanding of corporate social responsibility in its various forms the pressures and conflicts that result from these different understandings and some potential solutions for reconciling them

Marketing Big Oil: Brand Lessons from the World's Largest Companies M. Robinson, 2014-07-21 Marketing Big Oil begins with an historical perspective looking at how Big Oil came to be and then analyzes the marketing and corporate branding programs of these oil titans to demonstrate what does and doesn t work showing us how even the largest companies sometimes fail to get their message across

International Business-Society Management Rob van Tulder, Alex van der Zwart, 2005-12-16 Drawing on a wealth of experience both in research and teaching the authors of this book have developed a text that integrates reputation responsibility ethics and accountability

The Global Public Relations Handbook Krishnamurthy Sriramesh, Dejan Vercic, 2003-06-20 This handbook represents the state of the public relations profession throughout the world with contributions from the Americas Europe Asia and Africa A resource for scholars and advanced students in public relations international business

Trust in Risk Management Timothy C. Earle, 2010-09-23 Trust is an important factor in risk management affecting judgements of risk and benefit technology acceptance and other forms of cooperation In this book the world s leading risk researchers explore all aspects of trust as it relates to risk management and communication The authors draw on a wide variety of disciplinary approaches and empirical case studies on topics such as mobile phone technology well known food accidents and crises wetland management smallpox vaccination cooperative risk management of US forests and the disposal of the Brent Spar oil drilling platform The book integrates diverse research traditions and provides new insights into the phenomenon of trust including the factors that lead to the establishment and erosion of trust Insightful analyses are provided for researchers and students of environmental and social science and professionals engaged in risk management and communication in both public and private sectors

The Law and Politics of Sustainability Klaus Bosselmann, Daniel S. Fogel, J.B. Ruhl, Patricia Wouters, 2010-11-30 The Law and Politics of Sustainability explores efforts made to address pressing environmental concerns through legislation conventions directives treaties and protocols Articles explain the mechanics of environmental law the concepts that shape sustainable development case studies and rulings that have set precedents

approaches to sustainable development taken by legal systems around the world and more Experts and scholars in the field raise provocative questions about the effectiveness of international law versus national law in protecting the environment and about the effect of current laws on future generations They analyze the successes and shortcomings of present legal instruments corporate and public policies social movements and conceptual strategies offering readers a preview of the steps necessary to develop laws and policies that will promote genuine sustainability

Creating Ecological Value Frank Boons, 2009-01-01 *Creating Ecological Value* is a timely contribution that matches recent trends in innovation economics suggesting that an evolutionary notion of system innovations and a sector specific industrial dynamics perspective are a suitable analytical framework for the way in which firms address sustainability challenges through innovation Marcus Wagner University of W rzburg Germany We cannot expect to solve the environmental problems we face today by narrowing our focus on single firms We need to think more systemically In his book *Creating Ecological Value* Frank Boons takes on this challenge While his research begins by exploring the diversity of environmental strategies adopted by companies he moves his analysis next to the level of the production and consumption systems to understand how these strategies shape and alter them His work considers how the diffusion of strategies and novel approaches can be facilitated but also finds that the systems into which these strategies are imposed are resilient and at times resistant to change He offers plenty of ideas to ponder as we consider how the market system as a whole addresses environmental issues Andrew J Hoffman The University of Michigan US Humans as scientists and managers often draw on metaphors to help describe and understand the complex issues they observe or manage As human activities begin to bump up against the constraints set by natural systems there is a tendency to search for metaphors from natural science biomimicry or industrial ecology have been around for some time now In this book Frank Boons explores the power of ideas from evolutionary science as metaphor to understand economic systems This is complex work but he does it with skill remembering that a metaphor is powerful not just in what it explains but even more in what it doesn't serve to explain Nigel Roome Free University of Brussels Belgium and TiasNimbas Business School Tilburg The Netherlands Firms adopt a wide variety of ecological strategies ranging from the development of innovative products with reduced environmental impact to lobbying against governmental attempts to set standards for the way in which firms deal with the natural environment This book explores this variety and is the first to provide a coherent evolutionary approach to the ecological strategies of firms Drawing on insights from organization and management sciences and innovation studies the author outlines an evolutionary framework enabling a deeper understanding of how firms shape ecological strategies and interact to create inertia or change at the level of systems of production and consumption This framework is applied to the coffee and automobile production and consumption systems yielding insight into the complex dynamics through which such systems evolve in dealing with ecological impact The book advances theoretical insight into business strategies and the natural environment and illuminates the dynamics of production and consumption systems

Scholars students and practitioners from organization and management sciences innovation studies and industrial ecology interested in the relationship between business and the natural environment will find this book invaluable **EBOOK: Management Control Systems, 2e** Frank Hartmann,Kalle Kraus,Göran Nilsson,Robert Anthony,Vijay Govindarajan,2020-11-05 **EBOOK Management Control Systems 2e** **Methods and Materials for Teaching the Gifted** Frances A. Karnes,Suzanne M. Bean,2021-09-23 The newly revised and updated fourth edition of Methods and Materials for Teaching the Gifted is an excellent introduction to gifted education and real world learning The chapters of this comprehensive textbook are written by respected leaders in the field of gifted education The authors review the unique needs of gifted learners and give current information on instructional planning and evaluation strategies for best practices and ongoing enhancement and support of gifted programs Chapters include topics such as differentiated curricular design extending learning through research writing challenging instructional units and developing leadership skills and innovative thinkers Instructional practices such as problem based learning technology literacy independent study simulation and gaming and more are addressed A special focus is given to using the Gifted Education Programming Standards and Common Core State Standards The fourth edition provides updated information on funding sources and public relations strategies for gifted education programs It also includes updated lists of books teaching materials websites and other resources for teachers of the gifted **Culture and Leadership Across the World** Jagdeep S. Chhokar,Felix C. Brodbeck,Robert J. House,2007-04-05 Culture and Leadership Across the World The GLOBE Book of In Depth Studies of 25 Societies is the second major publication of GLOBE Global Leadership and Organizational Behavior Effectiveness a groundbreaking large scale project on international management research featuring contributions from nearly 18 000 middle managers from 1 000 organizations **Business Ethics** Sunil G. Savur,2024-02-09 Business Ethics The Sustainable and Responsible Way provides a fresh contemporary and hands on approach to business ethics emphasizing practical skills This practical approach is supported through a rich array of short and long case studies from across the globe including countries such as the UK Australia the US India China Nigeria and Ghana Cases feature companies such as Patagonia the Aravind Eye Clinic Merck and LEGO and examine topics such as the gig economy fast fashion electric vehicles artificial intelligence and space exploration Accompanying questions also encourage reflection and the skills needed to apply theory to real life scenarios This textbook is suitable for undergraduate and postgraduate students of business ethics as well as those studying business and society corporate social responsibility sustainability and responsible management Online resources include PowerPoint slides and a Teaching Guide Dr Sunil G Savur is a Business Ethics lecturer and researcher at the University of South Australia Adelaide **SAGE Brief Guide to Business Ethics** Sage Publishing,2012 Designed for courses in business ethics corporate social responsibility corporate strategy and organizational behaviour this text will also be an indispensable companion text for business students to use throughout their full programme of study This text provides objective coverage of key issues in corporate social responsibility

the obligation of companies to various stakeholder groups the contribution of business to society and culture and the relationship between organizations and the quality of the environment Business Ethics in Brief is divided into eight sections which contain important keywords that relate to those sections Ethics and the Individual Theories of Ethics Understanding Global Ethics Ethics of Management and Business Employee and Human Resources Issues Consumer Issues Ethics of Advertising Marketing and PR and Environmental Issues in Ethics Key features of the text include the following Keyword entries featuring comprehensive essays on such crucial topics as strategic corporate social responsibility consumer rights and ethical decision making A listing of suggested readings for each entry so that readers can find more information on topics of particular interest Three appendices An appendix of problematic practices that highlights key corporations and industries and the ethical issues they faced an appendix with key ethics institutes and organizations and an appendix listing key business ethics periodicals

Environmental Risks and the Media Barbara Adam, Stuart Allan, Cynthia Carter, 2013-01-11 Environmental Risks and the Media explores the ways in which environmental risks threats and hazards are represented transformed and contested by the media At a time when popular conceptions of the environment as a stable natural world with which humanity interferes are being increasingly contested the medias methods of encouraging audiences to think about environmental risks from the BSE or mad cow crisis to global climate change are becoming more and more controversial Examining large scale disasters as well as everyday hazards the contributors consider the tensions between entertainment and information in media coverage of the environment How do the media frame expert counter expert and lay public definitions of environmental risk What role do environmental pressure groups like Greenpeace or eco warriors and green guerrillas play in shaping what gets covered and how Does the media emphasis on spectacular events at the expense of issue sensitive reporting exacerbate the public tendency to overestimate sudden and violent risks and underestimate chronic long term ones

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Table of Contents Shell Greenpeace And Brent Spar

1. Understanding the eBook Shell Greenpeace And Brent Spar
 - The Rise of Digital Reading Shell Greenpeace And Brent Spar
 - Advantages of eBooks Over Traditional Books
2. Identifying Shell Greenpeace And Brent Spar
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Shell Greenpeace And Brent Spar
 - User-Friendly Interface
4. Exploring eBook Recommendations from Shell Greenpeace And Brent Spar
 - Personalized Recommendations
 - Shell Greenpeace And Brent Spar User Reviews and Ratings

- Shell Greenpeace And Brent Spar and Bestseller Lists
- 5. Accessing Shell Greenpeace And Brent Spar Free and Paid eBooks
 - Shell Greenpeace And Brent Spar Public Domain eBooks
 - Shell Greenpeace And Brent Spar eBook Subscription Services
 - Shell Greenpeace And Brent Spar Budget-Friendly Options
- 6. Navigating Shell Greenpeace And Brent Spar eBook Formats
 - ePub, PDF, MOBI, and More
 - Shell Greenpeace And Brent Spar Compatibility with Devices
 - Shell Greenpeace And Brent Spar Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Shell Greenpeace And Brent Spar
 - Highlighting and Note-Taking Shell Greenpeace And Brent Spar
 - Interactive Elements Shell Greenpeace And Brent Spar
- 8. Staying Engaged with Shell Greenpeace And Brent Spar
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Shell Greenpeace And Brent Spar
- 9. Balancing eBooks and Physical Books Shell Greenpeace And Brent Spar
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Shell Greenpeace And Brent Spar
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Shell Greenpeace And Brent Spar
 - Setting Reading Goals Shell Greenpeace And Brent Spar
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Shell Greenpeace And Brent Spar
 - Fact-Checking eBook Content of Shell Greenpeace And Brent Spar
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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