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Shell Greenpeace And Brent Spar

Jag Sheth, Can Uslay



Shell Greenpeace And Brent Spar:

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 **Moralizing the**

Corporation Boris Holzer, 2010-01-01 Each chapter in this book by itself is a worthy contribution to the existing research on the TNC in a globalised world In spire Journal of Law Politics and Societies The argument of this book is so powerful and convincing because it focuses on global subpolitics the corporate ir responsibility the power of its critics and the consuming citizen This shift of perspectives and its sophistication makes Moralizing the Corporation a must read for anyone interested in the dynamics of globalization Ulrich Beck University of Munich Germany Moralizing the Corporation offers a multi disciplinary analysis of the conflicts between transnational corporations and transnational advocacy groups The book is theoretically sophisticated and full of interesting and nuanced empirical findings that generate new knowledge about the relationship between politics and markets It views transnational corporations as quasi public institutions and explains their vulnerability to the non state authority of political consumers and protest groups Holzer develops theory on transnational subpolitics and corporate reflexivity and should be read by scholars and activists alike Michele Micheletti University of Stockholm Sweden This insightful book examines how transnational corporations respond to the challenges of anti corporate activism and political consumerism In prominent cases involving major corporations such as Nestl Nike and Royal Dutch

Shell transnational activists have successfully mobilized public opinion and consumers against alleged corporate misdemeanours Campaigns and boycott calls can harm a corporation's image but as this book points out public scrutiny also gives corporations the opportunity to present themselves as responsible and accountable corporate citizens who subscribe to the very norms and values propagated by the activists Academics scholars and postgraduate students in international business management organization studies social movement studies and political sociology will find this book invaluable

Case Histories in Business Ethics Chris Megone, Simon J. Robinson, 2002-01-03 Case Histories in Business Ethics illustrates and extends the role of case histories in the teaching and study of business ethics Typically case histories are used to illustrate assertions or arguments or to stimulate debate about an issue within business ethics This volume examines that role illustrating the link between case histories and mo

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 Uslay, 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 Jedrzej 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

Whispering the Techniques of Language: An Mental Journey through **Shell Greenpeace And Brent Spar**

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