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Changing Course: Global Business Perspective on Development and the Environment

By Stephan Schmidheiny, Lloyd Timberlake

MIT Press Ltd, United States, 1992. Paperback. Book Condition: New. New.. 229 x 153 mm. Language: English . Brand New Book. Changing Course is a practical introduction to new and necessary methods of running businesses so that the realities of business and the marketplace support the realities of the environment and the needs of human development. Gathering the expertise of more than 50 leaders of multinational corporations and backed by an array of case studies showing existing best practices, Changing Course provides an extensive analysis of how the business community can adapt and contribute to the crucial goal of sustainable development - which combines the objectives of environmental protection and economic growth. All of its recommendations are linked by the belief that only by allowing market forces to operate freely and integrating the polluter pays principle into environmental and economic policy can sustainable development be achieved. Changing Course focuses first on the often adversarial relationship between business and government in chapters that discuss full-cost pricing and market signals, energy, capital markets, trade, and managing change. It shows how environmental costs, which are often invisible, can best be factored into production, investment, and trade. And it calls for a rational long-term energy strategy...



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