Contents

Volume 6: Critical Perspectives on Corporate Environmentalism and the Greening of Organizations

Introduction: Critical Perspectives on Corporate Environmentalism and the Greening of Organizations    John M. Jermier    vii

Section 1: Corporate Environmentalism and Greenwashing

82. Introduction to Greenwash: The Reality behind Corporate Environmentalism    Jed Greer and Kenny Bruno    3
83. World Business Council for Sustainable Development: The Greening of Business or a Greenwash?    Adil Najam    29
84. Social Accountability and Corporate Greenwashing    William S. Laufer    49
85. Corporate Greening through ISO 14001: A Rational Myth?    Olivier Boiral    61
86. The Harm of Symbolic Actions and Green-Washing: Corporate Actions and Communications on Environmental Performance and Their Financial Implications    Kent Walker and Fang Wan    99
87. Weak Coffee: Certification and Co-Optation in the Fair Trade Movement    Daniel Jaffee    129

Section 2: Critical Theory Approaches

88. “Mad Cow” Disease and the Animal Industrial Complex: An Ecofeminist Analysis    Carol J. Adams    163
89. Environmental Management as Political Sustainability    David L. Levy    193
90. Environmental Justice and the Political Process: Movements, Corporations, and the State    David N. Pellow    219
Contents

91. Who Sustains Whose Development? Sustainable Development and the Reinvention of Nature
   Subhabrata Bobby Banerjee 243

92. Key Challenges to Ecological Modernization Theory: Institutional Efficacy, Case Study Evidence, Units of Analysis, and the Pace of Eco-Efficiency
   Richard York and Eugene A. Rosa 283

93. The Primordial Stakeholder: Advancing the Conceptual Consideration of Stakeholder Status for the Natural Environment
   Cathy Driscoll and Mark Starik 301

Section 3: Future of the Environmental Movement

94. The Idols of Environmentalism: Do Environmentalists Conspire against Their Own Interests?
   Curtis White 329

95. From ‘Zombies’ to ‘Coyotes’: Environmentalism Where We Are
   Jon Anderson 335

96. Beyond Corporate Environmental Management to a Consideration of Nature in Visionary Small Enterprise
   Kate Kearins, Eva Collins and Helen Tregidga 355