



The Strategic Dimensions of Environmental Management: Sustaining the Corporation during the Age of Ecological Discovery

Ulrich Steger, Ralph Meima

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Ecology has become an integral part of the strategic context in which corporations operate. This book examines fully the strategic issues, concepts and tools which managers must understand to sustain their own business competitiveness as society evolves toward a new definition of progress. In addition, it is argued that strategic environmental management provides an excellent learning context for the development of more general competitive capabilities.

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