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brands into sustainable companies.
Nor will it solve the world ' s
environmental problems. As
corporate executives readily admit,
they are in the business of selling
more products and are a long way
from meeting their “ aspirational ”
goals for sustainability.

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Today, big-brand companies seem to

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Peter Dauvergne is Professor of
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the author of The Shadows of
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As Peter Dauvergne and Jane Lister
make clear in their opening pages,

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what they call eco-business is the takeover of the concept of sustainability and its use as a business tool for control and growth, aiming for sustainability of the business first and the planet second.

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Peter Dauvergne is Professor of International Relations at the University of British Columbia. He is the author of *The Shadows of Consumption: Consequences for the Global Environment* and *Eco-Business: A Big-Brand Takeover of Sustainability* (with Jane Lister), both published by the MIT Press. Jane Lister, a Senior Research Fellow at the Liu Institute for Global Issues, is a sustainability practitioner.

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brand companies like Walmart, Nike, Coca-Cola, and McDonald ' s are now competing surprisingly hard to position themselves as

“ sustainability leaders ” – adopting farsighted goals and driving change through core operations and global supply chains.

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Peter Dauvergne is Professor of International Relations at the University of British Columbia. He is the author of Environmentalism of the Rich, Eco-Business: A Big-Brand Takeover of Sustainability (with Jane Lister), and The Shadows of Consumption: Consequences for the Global Environment, all published by the MIT Press. Jane Lister

Eco-Business | The MIT Press

Eco Business: A Big-Brand Takeover of Sustainability. Authors: Peter Dauvergne, Jane Lister. Pub: MIT Press. Price: US\$24.95/£17.95. BUY. In Eco-Business ' s opening chapter, authors Dauvergne and Lister claim

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they will reveal that big brands ' interest in sustainability is ' actually increasing risks and adding to an ever-mounting global crisis ' , a statement that I well believe could be true.

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