

New Book Received

Sustainability in the Chemical Industry. By Eric Johnson, Springer, 2012; 173 pages. Price CHF 133.50, ISBN 978-94-007-3834-8

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The following paragraphs are reproduced from the website of the publisher [1]:

It's the new rock and roll. It's the new black. Sustainability is trendy, and not just among hipsters and pop stars. The uncool chemical sector helped pioneer it, and today, companies inside and outside the sector have embraced it. But what have they embraced? Surely not the Brundtland definition of meeting “the needs of the present without compromising the ability of future generations to meet their own needs.”

Sustainability describes a change in the chemical industry's approach to the external world: to regulators, to greens, to neighbors, to investors and to the general public. Displacing the adversarialism of the 1970s–80s, sustainability is a new approach to social/political conflict, and an attempt to rebuild the industry's long-suffering public image. In practice, it consists of:

- A “stakeholder” approach to communications and external relations

- A rebranding of regulatory compliance and risk management, with the emphasis on their benefits to stakeholders

- Recognition (and even celebration) of the opportunities, not just the costs, of environmental and social protection

The core of this book is a survey of the world's 29 largest chemical companies: how they put sustainability into action (six of the 29 do not), and the six ‘sustainability brands’ they have created. It begins with a history of stakeholders conflict, before looking at various definitions of sustainability – by academics, by the public and by investors. After the survey and analysis, the book covers sustainability and “greenwash” plus the ROI of sustainability, and it gives five recommendations.

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* *Editor's Note*: The brief summary and the contents of the books are reported as provided by the authors or the publishers. Authors and publishers are encouraged to send review copies of their recent books of potential interest to readers of *Sustainability* to the Publisher (Dr. Shu-Kun Lin, Multidisciplinary Digital Publishing Institute (MDPI), Kandererstrasse 25, CH-4057 Basel, Switzerland; Tel. +41-61-683-77-34; Fax: +41-61-302-89-18; E-Mail: lin@mdpi.com). Some books will be offered to the scholarly community for the purpose of preparing full-length reviews.

Note

1. The website for this book is: <http://www.springer.com/environment/environmental+chemistry/book/978-94-007-3833-1>.

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