

International Business and Global Climate Change

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Jonatan Pinkse and Ans Kolk both at Amsterdam Business School, The Netherlands

Climate change has become an important topic on the business agenda with strong pressure being placed on companies to respond and contribute to finding solutions to this urgent problem. This text provides a comprehensive analysis of international business responses to global climate change and climate change policy.

Embedded in relevant management literature, this book gives a concise treatment of developments in policy and business activity on global, regional and national levels, using examples and systematic data from a large number of international companies. The first part outlines the international climate policy landscape and voluntary initiatives taken by companies, both alone and together with others. The second part examines companies' strategies, covering innovation for climate change, as well as compensation via emissions trading and carbon offsetting.

Written by well-known experts in the field, *International Business and Global Climate Change* illustrates how an environmental topic becomes strategically important in a mainstream sense, affecting corporate decision-making, business processes, products, reputation, advertising, communication, accounting and finance.

This is a must-read for academics as well as practitioners concerned with this issue.

"Ans Kolk and Jonatan Pinkse are the world's leading thinkers on the interface between international business and global climate change. This well-written book will greatly benefit any scholar or manager looking for state-of-the-art knowledge on corporate responses to the defining environmental challenge of our generation."

Professor Alain Verbeke, Haskayne School of Business, University of Calgary

"This timely and comprehensive book is an excellent contribution to contemporary management studies. It is highly relevant to managers, scholars and students in strategic management and global governance, two fields in which globalisation is leading to such intense innovation that the basics of our current frameworks are being seriously tested.

This publication is a "must-read" also for policy-makers and civil society leaders who want a better understanding of regulatory, co-regulatory and self-regulatory policy instruments and processes that address the key challenges of climate change

Professor Gilbert Lensen, President of the European Academy of Business in Society

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