

Down to Earth

*APPLYING BUSINESS PRINCIPLES TO
ENVIRONMENTAL MANAGEMENT*

Forest L. Reinhardt

*HARVARD BUSINESS SCHOOL PRESS
BOSTON, MASSACHUSETTS*

Contents

	<i>Preface</i>	<i>ix</i>
	<i>Acknowledgments</i>	<i>xvii</i>
<i>CHAPTER 1</i>	The Environment as a Business Problem	1
<i>CHAPTER 2</i>	Environmental Product Differentiation	17
<i>CHAPTER 3</i>	Managing Competitors	45
<i>CHAPTER 4</i>	Reducing Costs within the Firm	79
<i>CHAPTER 5</i>	Redefining Markets	105
<i>CHAPTER 6</i>	Managing Risk and Uncertainty	131
<i>CHAPTER 7</i>	Integrating Environment and Business Practice	179
<i>CHAPTER 8</i>	The Future of Environmental Management	233
<i>APPENDIX</i>	Basic Approaches to Environmental Management	247

VIII CONTENTS

<i>Notes</i>	251
<i>Selected Bibliography</i>	277
<i>Index</i>	281
<i>About the Author</i>	291