

Jermier, J. M. (Ed.) (2013). *SAGE Library in Business and Management: Corporate environmentalism and the greening of organizations* (Vols. 1-6). London: SAGE Publications Ltd doi: 10.4135/9781446286333 Retrieved from <http://sk.sagepub.com.libezproxy2.syr.edu/navigator/corporate-environmentalism-and-the-greening-of-organizations>. July 15, 2020

*Corporate environmentalism and the greening of organizations* by John Jermier is a massive collection of major works on the topic of “corporate environmentalism”. Jermier, a professor at the University of South Florida, describes the intent behind the collection as a “...foundational resource for those interested in developing new theories, including researchers and students, as well as environmental policy experts in business and government around the world.” Across six volumes, Jermier includes writings which explore the trend amongst corporations and organizations to present themselves as being environmentally conscious, and the impacts – both positive and negative – of corporate and organizational environmental initiatives.

It'll likely come as no surprise that I did not get through all six volumes. Nonetheless, what I did read was fascinating. I was particularly interested in gaining perspective on whether corporations had a financial incentive to be environmentally conscious. Jermier's inclusion of “Does It Pay To Be Green?” by Stefan Ambic and Paul Lanoie was exactly what I hoped. Ambic and Lanoie are two economists who, in writing for the [Academy of Management Perspectives](#) explored that very question. As it turns out, the answer is, “It depends.” What may work for some businesses in some market segments might not be as profitable or cost effective for others.