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## Book Review

Klaus North (2001). *Environmental Business Management: An Introduction*. Geneva: International Labor Organization. (Paperback) Pages 194 + vii (including bibliography, appendices and index). Price 27.50 Swiss francs. ISBN 92-2-107289-4.

Since last four decades environmental concern has been growing in every aspect of human activities; the business sector is not an exception to it. The most acclaimed report of the World Commission of Environment and Development (1987) identified energy and industry as the most concerning areas of intervention for sustainable development. Other world level conferences and conventions also highlighted the concern that the business sector can contribute for the sustainability in various ways. Now, there is growing concern on higher level of growth of output and its impact on the society. People now are conscious not only about the benefit of business but also its ultimate social cost. What is growing worldwide realization is that business threatens the environment and our survival by depleting resources and polluting the air, water, and land. It is generally blamed to the business community that they are extracting profit at the cost of very survival of the mankind disturbing natural balance of the ecosystem and crossing the 'limits to growth'. It is, in this connection, the business community now must show their responsibility towards the humanity adopting clean and green technology, and providing sustainable process and product to the society, and they should abide by the polluters pay principle in practice. To this end business community are adopting sustainable management and they have adopted the Business Charter for Sustainable Development.

The book under review is a handbook for sustainable business management (SBM) with an objective to help the business community make realize the fact that environmental business management is a key element in achieving sustainable development of industrialized as well as developing countries. The book covers the wide ranging issues and challenges for SBM and provides guidelines for 'green and clean' product and process in practical ways in a very simple manner.

There are four chapters in the book in additions to glossary, bibliography, and appendices including useful addresses and index. The first chapter outlines the environmental challenge by explaining how companies will be affected by the necessity to protect the environment, what sustainable development means for business, how environmental standards regulate business activities, and how business management can cope with the new challenges. How environmental considerations can be integrated into the main management functions of an enterprise is explained in the chapter two. Chapter three consists of two parts. The first part provides management tools to 'make business neat, green and clean', such as developing an action plan or conducting environmental impact assessments and audits. The second part develops specific issues such as dealing with wastes and pollution, energy saving and preparation for emergencies. Environmental business management is not limited to isolated actions of individual enterprises. There are many tasks where managers can benefit from outside support-contribution to the establishment of cost-effective environmental standards, transfer of clean technology, countering the polluter image of a business sector, negotiating agreements with trade unions and entering in a constructive dialogue with environmentalist groups. The fourth chapter deals with these concerns.

The book has been written in extraordinarily lucid manner; each chapter raises the questions in the beginning and provides answers to them in the text with the help of concepts,

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statements, and numerous numbers of tables, charts, and illustrations. Important concepts, points, and practical cases are provided in the boxes. However, the major pitfalls of the book is that it does not deal sufficiently regarding the environmental hazards made by business in the world scale and theoretical and moral question associated with profit and social costs. It follows the reformist approach rather than radical transformation in business management. However, it provides invaluable guidance to the business community to cope with the emerging environmental concerns. The managers of business enterprises, researchers, and students in the field of business studies could be highly benefited reading the book. The quality of book in terms of paper and print is fine and the price is also reasonable for the target market.

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