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## HIJACKING SUSTAINABILITY (HARDBACK)



MIT Press Ltd, United States, 2009. Hardback. Book Condition: New. 228 x 156 mm. Language: English . Brand New Book. The idea of sustainability has gone mainstream. Thanks to Prius-driving movie stars, it s even hip. What began as a grassroots movement to promote responsible development has become a bullet point in corporate ecobranding strategies. In Hijacking Sustainability, Adrian Parr describes how this has happened: how the goals of an environmental movement came to be mediated by corporate interests, government,...

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- Authored by Professor Adrian Parr
- Released at 2009



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